MOVIE AGE

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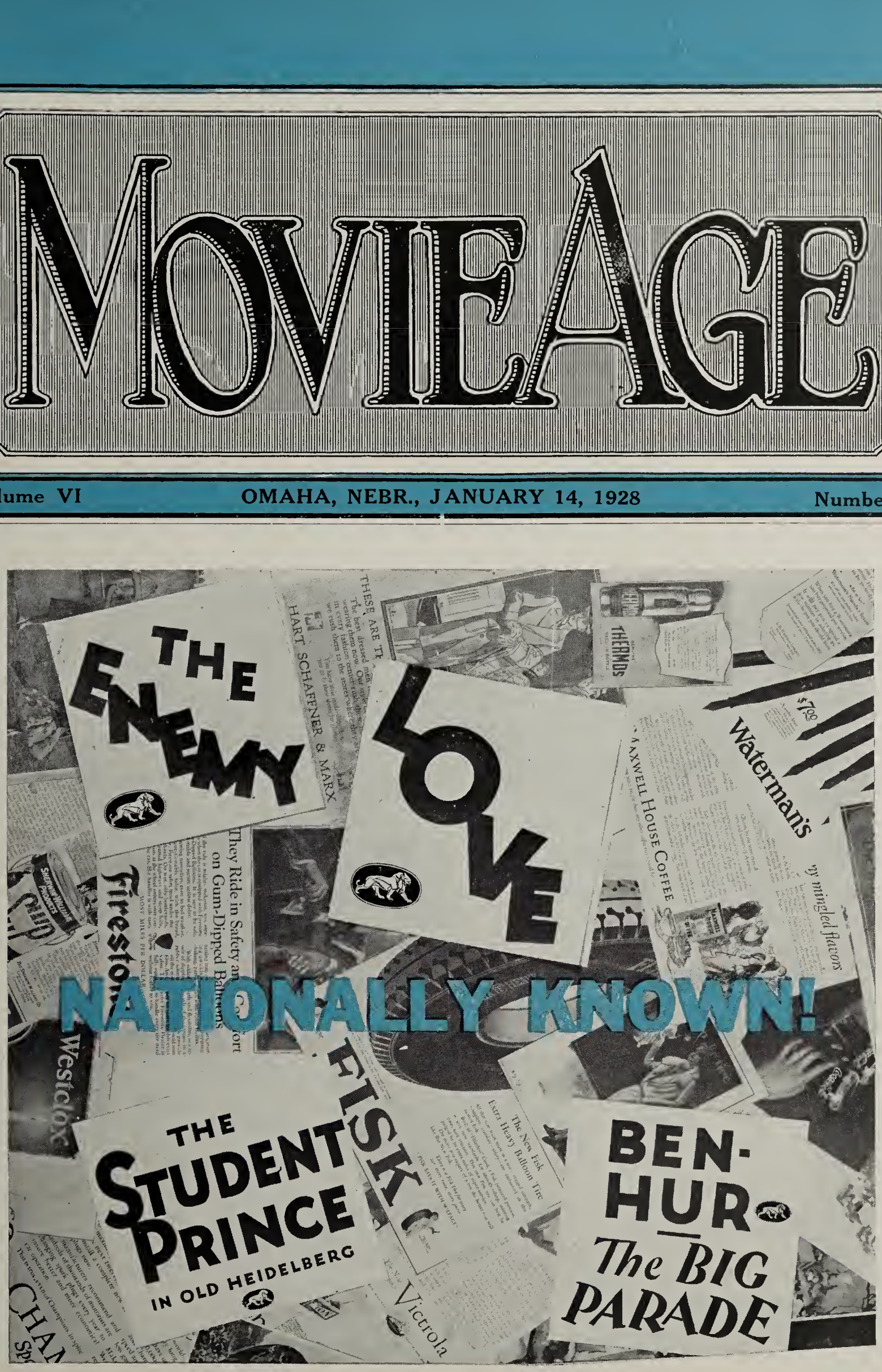

A Business Magazine
for the Film Trade in Iowa and Nebraska

SYNCHROPHONE

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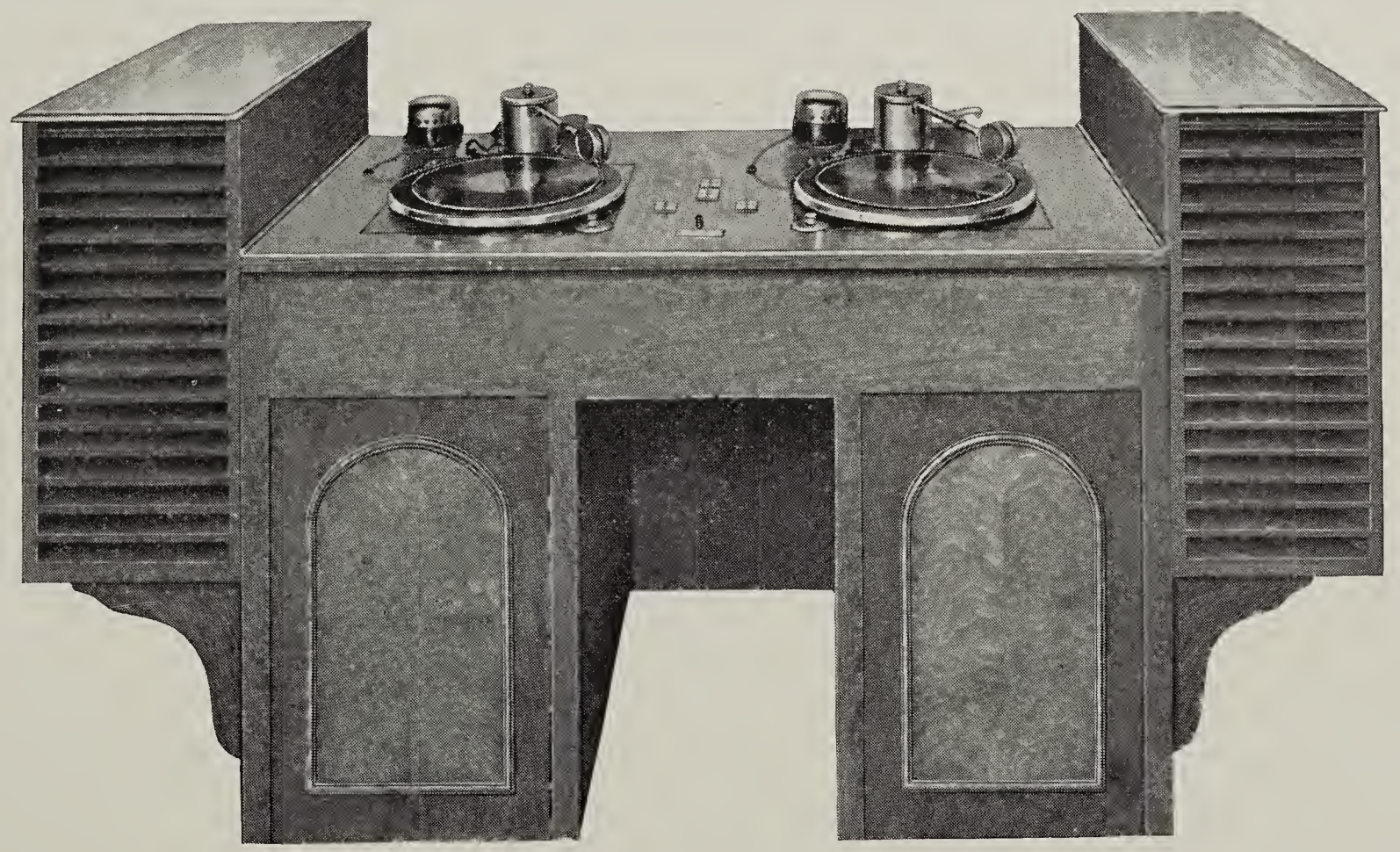

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EDITORIAL

JANUARY 31 is an important day on the film calendar of 1928 for that is the day when the contract committee, appointed at the recent trade practices conference, will meet at Chicago to draft proposed revisions in the standard exhibition contract.

There have been some protests made about holding the meeting in Chicago and other complaints have been cast. The sincerity of the members of this committee to properly represent independent exhibitor interests has also been questioned. And this has gone so far as to even demand the resignation of one of the committee.

This contract committee has been entrusted with a huge responsibility. It has in its hands a great power, the proper execution of which has much to do with the future relations between buyer and seller of films. And it should be careful in its action to safeguard the interests of the very smallest independent theatre owners and independent distributing companies.

* * * *

EXHIBITORS are infinitely searching for business builders and, yet, they frequently overlook and under-exploit one of the screen's greatest box-office magnets—the serial photoplay. This type of production has almost unlimited possibilities, if it is properly advertised and exploited. The right start for a ten or fifteen chapter serial is usually an exhibitor's best insurance for good patronage on the nights on which he shows these pictures.

It seems that the value of the serial as a patronage builder is definitely established. Pick up any good magazine, popular or high class, weekly or monthly; take any newspaper, metropolitan daily or small town weekly; you'll find that all of them run serial stories. Publishers of magazines and newspapers have long since discovered the serial story to be a great circulation builder. Some newspapers have even gone so far as to use billboards to advertise the starting of a new serial story in addition to an advance campaign in their own pages. And magazines regularly use display space in newspapers in addition to window cards on newsstands and in store windows to advertise the beginning of a new chapter story.

It has been a problem for first run theatres to attract regular patronage to their morning shows. Some alert film salesman sold one of them the idea of running a serial for these morning performances. This house found the experiment to be successful and its example has been followed by first run houses throughout the country with like success.

Similarly exhibitors in smaller houses have found in the serial photoplay a solution to their problem of what to do to build up business on a "weak night." There is no question but that serials, properly campaigned, are business builders. All they need is a good start and business rolls merrily into the box-office from week to week.

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285
E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386
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All Medals Awarded For This Epistle

Exchanges receive many queer letters but here is one that takes the plush-lined watch. Obviously no names are mentioned, but nevertheless it is all true:

Rec. yur Listof My Bookins and will hafto ask you to Plese hold up ar ShiPmant at Present as I am unaBel to oPin at the Date SPisifide on contract and I will Send you Difent Dates with In the next Few Days.

Theare hav Ben Sever things come up that will Delay me Fram Opening on the Dat Set So hoaping you will Faver me with this Requst.

Many Columbia Shorts For This Territory

Columbia Pictures is well fortified in the Omaha and Des Moines territories with a program of short subjects to add to the strong list of features produced by the company. In these territories, the organization is distributing 48 two-reel comedies, a ten-chapter serial and a number of single-reel novelties. These short subjects are supplementary to Screen Snapshots, Columbia's two-reel "fan magazine of the screen," which has been in existence for over eight years, and which is distributed nationally.

The list of short subjects now on the Columbia list in the Omaha and Des Moines territories includes 12 two-reel Charlite Chaplin special revivals; six Winnie Winkle two-reel comedies; six Hairbreadth Harry; Izzy and Lizzie and Snub Pollard. Three series of eight two-reelers will also be available in Barnyard Animals; Lucy Strike, Novelty Brand, and the well known Aubrey Group. The one-reelers will be slapstick comedies bearing the brand name of Crackerjacks.

Popular Des Moines Manager to St. Louis

B. B. REINGOLD

Announcement was made last week of the transfer of B. B. Reingold, manager of the Fox exchange at Des Moines, to the St. Louis office of the same producer. He is to be succeeded by Jack Raper, from Chicago, who is now in charge.

Mr. Reingold has for many years been a popular figure in Des Moines film circles. Several years ago he was manager for Goldwyn before going to Omaha to take charge of Fox affairs in the Nebraska city. With the opening of the Fox office in Des Moines he returned to assume its management.

Needless to say, his departure for St. Louis carries with him the best wishes of his many friends, as well as their regrets over his leaving.

Columbia Signs W. K. Players

If prominent names are an indication, Columbia's "Lady Raffles" will take its place with the most pretentious offerings of the new year. Roland Drew and Lilyan Tashman have been selected to head the cast, which will support Estelle Taylor, who appears in the title role of this new production.

Our Purpose Is Serving Exhibitors' Best Interests

The writer would be glad to receive communications from any one in Iowa who knows of some particular thing that would be of interest to the motion picture industry and to the readers of MOVIE AGE. There are several things we would like to know at this time: the name and place of business of every woman exhibitor in the state and how long she has been operating a theatre. We want to mention each of them in an article in this paper in the near future.

If you are having any difficulty with your local authorities over licenses, advertising regulations, special taxes or Sunday closing we would like to know about it. Publicity is the best cure for any evil. Do not try to fight your battles alone. Let the rest of the world help you do it. Some one else may have just the solution of your difficulty.—E. P. Smith.

Name "Wedding March" For February Release

With its release scheduled for February and a world premiere planned for New York, Paramount is rushing the completion of "The Wedding March," by Erich von Stroheim. The picture comprises 12 reels, with several in technicolor.

"The Wedding March" is said to be von Stroheim's greatest effort. Fay Wray plays the leading feminine role. The film is described as a gigantic panorama of the pre-war glory of Vienna. Its basic theme is a romance between a noble and a peasant girl. Von Stroheim enacts the role of one the late Emperor Franz Josef's cavalry officers.

Distributed by
Renown Pictures, Inc.
1516 Davenport, Omaha
H. F. Lefholtz

C. J. Jamison, owner of the Crystal Theatre at Muscatine, was in Des Moines Monday transacting business at the film exchanges. Mr. Jamison is also a manufacturer of pearl buttons and says the picture business is more of a diversion than a money making enterprise. He was accompanied by R. E. Lew, a business associate.

* * *

E. T. Gumbersol, sales manager of short subjects for Fox, arrived in Des Moines the first of the week and will remain long enough to get Jack Raper, the new local exchange manager, thoroughly familiar with his duties. Mr. Raper succeeds B. B. Reingold, who was recently transferred to the Fox office at St. Louis.

* * *

F. W. Curtis, of Redfield, Ia., spent Monday around the film exchanges, taking care of the various details connected with the operation of his picture house. Mr. Curtis is a very progressive small town exhibitor and well posted about the show business.

* * *

James P. Shea, formerly local manager for FBO, left Sunday to take charge of the office for his company at St. Louis. He will be greatly missed at the arbitration meetings where his loud voice and Irish wit often stopped the show. The bowling enthusiasts will miss him because he loved the game and always slapped the pins for all they were worth. At golf he excelled, driving a fine ball from the port side and was happy when he beat his opponent. In fact, Jim is made out of the kind of stuff that makes success. He should go up fast and his many friends in Des Moines believe he will.

* * *

Thomas Arthur, of the Cecil Theatre, Mason City, was in Des Moines Monday. Mr. Arthur reports conditions fairly good this winter outside of the two or three cold spells which cut down attendance a lot. It was 22 below at Mason City New Year's eve.

* * *

Most of the larger theatres in the territory were tempted to try a midnight show on New Years Eve, but because of the extreme cold very few reported enough business to pay expenses. Not many small towns respond to any extent to such innovations.

* * *

B. B. Reingold was in Chicago Friday of last week, returning with Jack Raper, who succeeds him as local branch manager for Fox. Mr. Reingold left Thursday of this week for St. Louis to assume his position as manager of the Fox St. Louis office.

* * *

Harry Mitchnick, manager of the Lincoln Theatre at Chariton for the past two years, has resigned his position. He has not announced his plans for the future.

* * *

C. J. Latta, famed from coast to coast as the "honest advertiser," now a partner with William Youngclaus, at Perry, was in the city Saturday, transacting business for the firm.

* * *

Harry David, supervisor of Publix houses in this territory, has been looking after business in Omaha for the past week.

* * *

Manager E. F. Lampman, of the Orpheum Theatre, has received considerable publicity and co-operation from Lee Keyser, president of the Des Moines baseball club, for the appearance of Nick Altrock and Al Schacht as headliners on this week's bill. Three hundred members of the Knot Hole Club were admitted free one day to see the famous baseball comedians.

* * *

Sam Sosna, of Des Moines, a film salesman for many years, is now a theatre owner. He recently acquired the ownership of the Orpheum at Ottumwa, as well as the Strand at Victor.

Postpone Date For Film Board Banquet

The annual winter frolic and Film Board banquet, which was announced in last week's MOVIE AGE for January 23, has been postponed until a later date. The committee on arrangements found it impossible to get their plans completed in time for a January meeting.

This winter get-together meeting between exchange people and theatre owners has met with much favor in the past and the members of the Film Board hope to make this one better than ever. The friendly spirit of co-operation between film exchange managers and theatre owners in this territory can be attributed largely to the feeling promoted at the Film Board banquet and the summer golf tournament and picnic.

Des Moines territory is fortunate in having high class exchange managers, who are not only good business men but good fellows, who try to shoot square all the time. Business is a pleasure for everybody under such conditions and the net profit is greater, because no time is lost in unnecessary wrangling.

Des Moines Bowlers Are Showing Interest

Much interest is manifested these days in the Monday night bowling contests between six of the local film exchanges. Many of the exchange men are rounding into good form and are putting on nice exhibitions. The affair is attracting quite an audience, from the friends of the team members, who follow closely the results of the games. The following is the team standing, including the games of December 9:

	G.	W	L.	Av.
Pathe	36	23	13	688
First National	36	20	16	555
Universal	36	20	16	555
Paramount	36	19	17	527
FBO	36	18	18	500
M-G-M	36	8	28	222

The following are individual averages of the players:

Roy	172	France	145
Reese	168	Bamford	143
Levy	166	Miller	143
Phillips	166	Thomas	138
Groves	163	Anderson	136
Mayo	161	Winn	135
Thompson	159	Frankle	131
Melone	154	Evans	139
Pratt	153	Sharp	128
Curry	152	D. West	128
Thurgeson	152	Zimmerman	122
Finter	149	Woods	120
B. McGivern	148	J. McGivern	119
Tilton	147	E. West	114
Beatty	147	Yarowsky	96
Palmquist	147	Stevens	92

Eight Day Convention of National Theatre Supply Co. Started Wednesday

With branch managers from all over the United States and the entire sales staff present, the first annual convention of the National Theatre Supply company opened this week in Chicago at the Eighth Street Theatre.

H. A. R. Dutton, president, made the introductory speech at 9 o'clock Wednesday morning, followed by discussions which continued throughout the day, led by the representatives of the various manufacturers whose products are distributed by the company and controlled wholly or in part. These discussions were analyses of the various items of theatrical equipment sold, their uses and methods most productive of sales.

For the evening's entertainment on Wednesday, Miss Marie Pierson arranged an Orchestraphone entertainment, the music of which was cued to dancers, solo organ slides with a singer, a Tiffany Colorart Classic, a Pathe news reel, and a Warner Bros. production, "The College Widow." The members attending the convention were well pleased with the successful manner in which the Orchestraphone demonstration passed off, proving to them its practicability.

The convention will last eight days, closing Thursday, January 19.

Walter Camp, Jr., New Director Art Cinema Corpn.

Walter Camp, Jr., only son of the late selector of All-American football teams, has been elected a director of the Art Cinema corporation, film financing organization headed by Joseph M. Schenck, president of United Artists. Mr. Camp was a member of the Yale football elevens of 1910 and 1911 and rowed on his freshman crew. Since 1924 Mr. Camp has been president of Inspiration Pictures, Inc., a post he will continue to hold.

Inspiration Pictures has been granted a three-year releasing contract by United Artists and six Inspiration Pictures are to be released in that period by United Artists. "Resurrection," the film version of Leo Tolstoy's novel, was offered in 1927 through United Artists by Inspiration Pictures, Inc., and Edwin Carewe. The same producers are releasing "Ramona," a film version of Helen Hunt Jackson's novel, with Dolores del Rio starred, as one of United Artists"s 1928 pictures.

Knockers Are Hurting the Industry, Says Thalberg

Motion pictures today are passing through an era of "dangerous knocking," in the opinion of Irving G. Thalberg, M-G-M executive, who said there are very few critics or other writers on the subject of motion pictures who are really "for" pictures in the sense that writers are for baseball, or any other of the popular institutions of this country.

"We are making more good pictures today than ever before and they are more accurate and authentic than they have ever been," said Thalberg. "We are going further afield than we have ever gone in our quest for types. We do not choose simply those personalities that are known but those that fit the interpretation we desire.

"Today we are facing an attitude of skepticism regarding pictures on this account. The industry has a preponderance of knockers. Many of these reject the more serious efforts of the picture producer on the ground that they are not quite satisfactory for some reason or other or that they do not meet with the individual approval of the knocker.

"This attitude is very dangerous for the future. It has a tendency to discourage the producer from serious effort and lead him to resort to that type of hokum which he knows from experience is sure-fire, which doesn't cost as much and which brings as a rule, good returns at the box-office.

"I believe that the producer and exhibitor today is exhibiting too apologetic an attitude," Mr. Thalberg continued. "This has been typical of the motion picture industry ever since the beginning and as a result we have been patronized by famous writers and authorities who have deluded some of us into the idea that we are in an inferior line of endeavor."

Betty Compson Signs to Play in "Love of Liane"

Betty Compson added her name last week to the galaxy of stars now appearing in Columbia's current season program. This is Miss Compson's second production for Columbia, as she was starred last year in "The Belle of Broadway."

Miss Compson's new vehicle will be a lavish production, as yet untitled, based on Izola Forrester's popular short story "Love of Liane." It will present Miss Compson as a gay Parisian dancer, who practices her wiles in the dancing palaces of the French capital.

Variety Says Harold Lloyd Best Box Office Player

Harold Lloyd "is still the leader of all stars of all companies" says Variety, a national theatrical publication, in its anniversary number. Variety is also authority for the statement that Clara Bow "jumped ahead of all the company's stars in box office drawing power and leads them in popularity" and credits Richard Dix with being the most "substantial money earner, with the Beery-Hatton team right on his heels."

These statements are contained in Variety's annual resume of the worth of the picture players of all companies, a custom which it inaugurated two years ago. The box office value and popularity of the players are based on the financial returns at the box-office.

Other "leaders of the pack," according to Variety, are Emil Jannings, Bebe Daniels and Adolphe Menjou. "Jannings having only turned out two for Paramount cannot warrant the rating this year that he will get next when his pictures start moving," continues Variety, and further, "Bebe Daniels and Adolphe Menjou, with nominal priced productions, proved themselves "valuable" money getters for the organization.

Concerning George Bancroft, newly created Paramount star because of his performance in "Underworld," Variety states: "In the Paramount featured group the men players are to the fore with George Bancroft who was 'way at the bottom last year, jumping right into the lead. He will be in 1928 listed in the star group and probably give those in that column a run. Also strong in this class are Chester Conklin, Clive Brook and Ford Sterling.'"

Novarro In Sea Film

On a setting reminiscent of old New England clipper ship days, Ramon Novarro has begun work on his new starring vehicle, "China Bound," from Ben Ames Williams' story of the sea. As the daughter of a retired ship captain, Joan Crawford is playing the featured feminine role, and Ernest Torrence has the important role of Novarro's oldest brother.

Harlan in "Fallen Angels"

Kenneth Harlan, recently returned from a lengthy vacation in Honolulu, will be seen in Universal's picturization of the serial novel "Fallen Angels." The production boasts a cast headed by Norman Kerry and Pauline Starke. Marian Nixon is to play opposite Harlan, with Ward Crane in a prominent supporting role.

Committee on Contract And Rules to Assemble In Chicago, January 31

R. F. Woodhull, president of the Motion Picture Theatre Owners of America, who was the chairman of the unaffiliated exhibitor delegates to the recent trade practice conference held under the auspices of the Federal Trade Commission, and Robert H. Cochrane, who was the chairman of the representative of the distributors at the conference, made the following joint announcement last Saturday:

"After obtaining the consensus of opinion of the members of the committee appointed under the resolution adopted by the several groups represented at the Trade Practice Conference of the motion picture industry held last October before Hon. Abram F. Myers, Federal Trade Commissioner, to study the provisions of the standard exhibition contract and the rules and regulations relating to arbitration provided for therein, and to develop improvements in such contract and rules, Chicago has been selected as the place of the meetings of the committee which will be held beginning on January 31, 1928."

Dozen FBO Releases Named for February

Five features and four short subjects, in addition to three Grand February Jubilee specials, will be distributed by FBO pictures during February. The three specials will be "Coney Island," "Legionnaires In Paris" and "Chicago After Midnight."

Other February releases include "Fangs of the Wild," starring Ranger, the wonder dog, which will be shown on February 5.

On February 12 "Her Summer Hero" will be ready for exhibitors. "Wall flowers," an adaptation of the recently publisher novel by Temple Bailey, directed by Leo Meehan, will be shown on February 16. "The Riding Renegade" starring Bob Steele, will be shown on February 19, while "When the Law Rides," starring Tom Tyler, will be distributed on February 26.

The four short subject releases for February include "Mickey In School," a two-reel Mickey McGuire subject, based on the cartoons by Fontaine Fox, and produced by Larry Darmour Productions, set for February 6 release; "Oui, Oui, Heidelberg," a Standard Fat Men-Larry Darmour production, set for February 13 release, and Newslaffs No. 12 and 13, travesties on the news events of the day by Bill Nolan, set for February 5 and 19th release, respectively.

Delete Anti-Semitic Part of "King of Kings"

Revision of "The King of Kings," the film representation of the life of Jesus, will be made by Cecil de Mille, its producer, eliminating sequences objected to by Jews and leaders of Catholic and other Christian denominations, according to Alfred M. Cohen, of Cincinnati, international president of the Independent Order of B'nai B"rith.

The revision is the outcome of negotiations between Mr. Cohen and Will H. Hays, representing the Motion Picture Producers and Distributors of America, Inc.

Mr. Cohen declined to make public the letter detailing the modifications accepted. He said a preface written and signed by the producer would seek completely to exculpate the Jews of guilt for the death of Jesus. The responsibility for the crucifixion, Mr. DeMille's preface will say, was entirely that of Caiaphas, the corrupt high priest, an appointee of the Roman empire and other hirelings of that despotism which at the time held Judea.

Assurance by Mr. Hays the picture would not be shown in countries where it might lead to pogroms, was given last month.

"Tenderloin" Last Picture Produced Before Closing

"Tenderloin," starring Dolores Costello, was the last picture completed by Warner Bros. before the closing of their studio last month. During the final week of production four additions were made to the cast. They were Hugh Herbert, Dorothy Vernon, Evelyn Pierce and Fred Kelsey.

The principal supporting roles to Miss Costello in "Tenderloin" are played by Conrad Nagel, Dan Wolheim, Mitchell Lewis and Georgie Stone.

Patsy Ruth Miller To Star in "We Americans"

Patsy Ruth Miller, who recently completed a leading role in the Universal comedy, "Hot Heels," has been retained by that company for the leading feminine part role in "We Americans."

The production embraces a cast of stellar players including George Sidney, George Lewis, Albert Gran, Daisy Belmore, Michael Visaroff, Rosita Marstini, Eddie Phillips, Andy Devine, John Boles, Beryl Mercer and Flora Bramley.

"We Americans" is an adaptation by Al Cohn from the stage success by Milton Herbert Gropper and Mark Seigel.

Year Starts With Universal At Maximum Production; Filming Thirty-two Pictures

The beginning of the year finds Universal with the greatest production activity in the history of the Carl Laemmle organization. Thirty-two features are now in the various stages of production at Universal City. In addition, twelve short product units are at work there and in the Stern Brothers studio, where two-reel comedies for Universal release are made.

The product now in work, according to a survey of production activity just made by Mr. Laemmle, represents the greatest aggregation of stars, directors, players, writers and technicians ever assembled at Universal City at one time.

The stars include Reginald Denny, Laura La Plante, Glenn Tryon, Mary Philbin, Conrad Veidt, Hoot Gibson, Jean Hersholt, Norman Kerry, George Sidney, Charles Rogers, Marian Nixon, George Lewis, Pauline Starke, Lewis Stone, Marceline Day and others.

The directors number such well known picture makers as Harry Pollard of "Uncle Tom's Cabin" fame, Paul Leni, who did "The Cat and the Canary," George Melford, Edward Sloman, William A. Seiter, Edward Laemmle, Fred Newmeyer, William Beaudine, Irvin Willat, Melville Brown, Wesley Ruggles, William J. Craft, William Wyler, Henry MacRae, Reeves Eason, Ernest Laemmle, Millard Webb and Robert Hill.

Among the featured players, many of whom have been starred at one time or another, are found Malcolm McGregor, Farrell MacDonald, Vera Gordon, Kate Price, Hayden Stevenson, Wilson Benge, Josephine Crowell, George Siegmann, Brandon Hurst, Kenneth Harlan, Ward Crane, Beryl Mercer, Eddie Phillips, Dorothy Gulliver, Albert Gran, Jack Perrin, Patsy Ruth Miller and scores of others.

Buster Collier Given Tiffany Star Contract

Tiffany-Stahl Productions announce that they have signed Buster Collier to a long term starring contract. Collier had just completed one of the leading roles in the Tiffany-Stahl production, "The Tragedy of Youth," in which Patsy Ruth Miller and Warner Baxter play the leading roles.

Buster Collier is the son of the famous William Collier of legitimate stage fame, and since his advent in pictures has appeared in some of the leading screen successes. A special story is now being written for Collier's first starring vehicle.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING JANUARY 7

RIVIERA

Private Life of Helen of Troy, (First National), Maria Corda, Lewis Stone, Ricardo Cortez.

BUSINESS: Fair.

AUDIENCE REACTION: Not so good.

SUMMARY: From John Erskins's satire of the life of the most dangerous blonde in history, revealing her adventures with the handsome Paris which resulted in the Trojan war. Situations are all good comedy and treated with a satrical vein.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

Almost Human, (DeMille), Vera Reynolds, Kenneth Thompson.

BUSINESS: Good.

AUDIENCE REACTION: Fair.

SUMMARY: A novelty of unusual parallelism of themes, one of the joys and heartaches of two gutter pups, the other of the similar destiny of their owners. A remarkable performance by the dogs.

ENTERTAINMENT MERITS: 75 per cent.

WORLD

Out All Night, (Universal), Reginald Denny, Marion Nixon.

BUSINESS: Very good.

AUDIENCE REACTION: Very fine.

SUMMARY: Humorous details of the happenings when a young bachelor secretly marries a Broadway star who is Europe bound, and many hiliarious situations as he seeks quarters on the boat on which his wife has engaged passage.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: "Hesitating Horses," Pathe.

MOON

Silver Valley, (Fox), Tom Mix, Dorothy Dawn.

BUSINESS: Very, very good.

AUDIENCE REACTION: Excellent.

SUMMARY: Weary of the saddle, Tox Mix searches for new thrills and takes to aviation. The action centers around a gang of bandits intent on destroying our eastwhile cowpuncher.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: "20 Legs Under the Sea."

SUN

Love, (M-G-M), John Gilbert, Greta Garbo.

BUSINESS: Very good.

AUDIENCE REACTION: Pleased.

SUMMARY: From Tolstoy's "Anna Karenina," telling of her love for an officer under the command of her husband. The aristocratic circles of Russia serve for the background of the romance.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Our Gang, Tired Business Men.

RIALTO

Shepherd of the Hills, Molly O'Day, Alec B. Francis.

BUSINESS: Very good.

AUDIENCE REACTION: Excellent.

SUMMARY: Bringing to life the characters of Harold Bell Wright's novel which has been read by millions. The picture was filmed in the Ozarks, the original background of the story.

ENTERTAINMENT MERITS: 90 per cent.

AT DES MOINES THEATRES WEEK ENDING JANUARY 7

CAPITOL

Her Wild Oat, (First National), Colleen Moore.

BUSINESS: Good.

AUDIENCE REACTION: Just fair.

SUMMARY: A big jump from lunch wagon to society fails to give Colleen an entertaining vehicle. Some unfavorable comment.

ENTERTAINMENT MERITS: 75 per cent.

DES MOINES

Les Miserables, (Universal).

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

SUMMARY: Les Miserables has caused much favorable comment and has attracted many people who do not generally frequent picture houses.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

"That's My Daddy" (Universal), Reginald Denny.

BUSINESS: Good.

AUDIENCE REACTION: Excellent.

SUMMARY: A typical action Denny feature comedy that always pleases a mixed audience. Most of the comment very favorable to the picture.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

Smile, Brother, Smile, (First National), Jack Mulhall, Dorothy Mackaill.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: A clever traveling salesman and a bright telephone girl outwit a disloyal sales manager and cause his downfall. Entertaining story.

ENTERTAINMENT MERITS: 75 per cent.

CURRENT RELEASES

Week of January 15, 1928

EDUCATIONAL

Wedding Slips, Monty Collins, (2).

Cutie, Dorothy Devore, (2).

FIRST NATIONAL

French Dressing, Lois Wilson, (7).

FOX

Sharpshooters, Star Cast, (6).

METRO-GOLDWYN

The Divine Woman, Greta Garbo, (7).

Pass the Gravy, Max Davidson, (2).

Perfume and Nicotine, Oddity, (1).

PATHE

Man Without a Face, No. 1, (2).

High Stakes, Fables, (1).

Let 'Er Go Gallagher, Junior Coughlan, (6).

A Perfect Gentleman, Monty Banks, (6).

Desperate Courage, Wally Wales, (5).

Down the Rhine, Will Rogers, (1).

Should Tall Men Marry? (2).

Honeymon Hints, Rarebit, ((1).

UNIVERSAL

Cohens and Kellys in Paris, Star Cast, (7).

This is Sapp Center, Ben Hall, (1).

Sliding Home, Collegians, (2).

Dates For Two, Mike and Ike, (2).

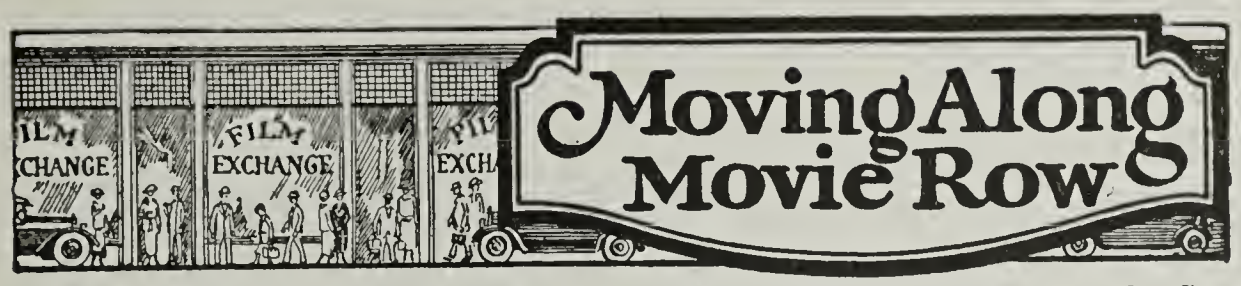
Riding Gold, Newton House, (2).

WARNER BROTHERS

Beware of Married Men, Irene Rich, (7).

Sojin in Ralston's Next

Sojin, noted Chinese actor, has been cast in the "heavy" role in Esther Ralston's next picture for Paramount, "Nothing Ever Happens." Neil Hamilton plays the lead.



Harry Melcher, Omaha manager for Fox, attended the meeting of Fox branch managers at Chicago on December 6.

* * *

Du Bois, district manager of Columbia, has returned to Omaha after a short stay in Des Moines.

* * *

Mr. Truog, district manager for Universal, visited the Omaha branch last Thursday.

* * *

Fred Hershorn is back again. This time he is on the road for Educational out of Omaha.

* * *

Fred Benson, formerly salesman for FBO, is now selling for Columbia.

* * *

Gertrude Horwitz and Fred Kurtzman, who were married recently, spent their honeymoon in St. Louis.

* * *

Oscar Cross of the Star Theatre at Blumfield, Nebr., visited the exchanges Thursday and Friday last week.

Mat Briggin has taken over the Star Theatre at Osmond, Nebr.

* * *

Charlie Williams has become quite a "fight" fan. He has decided to sign up Hudkins to represent the exhibitors before the arbitration board.

* * *

Eric Wesselman of the Strand Theatre at Pierce, Nebr., called on Movie Row last week.

* * *

M. W. Korach, manager of the Rialto Theatre at Omaha, and Miss Sylvin Maskovitz of Omaha were married in Council Bluffs December 30. Due to pressing business, their honeymoon is postponed until later.

* * *

Joe Bredin, formerly of the Boulevard Theatre at Omaha, has taken over the Grand Theatre from J. E. Kirk.

* * *

The Omaha branch of First National is leading the country in the first week of First National month.

Equipment is being installed in the Rialto Theatre at Omaha for the Vitaphone, which will be operated there soon.

* * *

The Economy Poster Exchange is building a special lobby for "The Crooked Path," Liberty Film's forthcoming road show attraction with Frank "Monk" Trummer, the ex-convict.

* * *

James Jordan has sold the Electric Theatre at Manila, Ia., to C. R. Grimes.

* * *

Warner G. Hall, son of Georgia O. Rasley of the Royal Theatre at O'Neill, Nebr., was married in Omaha January 3 to Alice Frey of Hastings, Nebr. Mr. Hall is working for M-G-M on the road.

* * *

O. H. Dutton, district manager of the National Theatre Supply Co., and Mr. Faulds, branch manager, attended the convention of salesmen and branch managers at Chicago, January 11. The meeting, at the Stevens Hotel, will be the largest ever held and is to last for an entire week. The manufacturers of the various types of equipment merchandise which National Theatre Supply distributes are there with their latest devices.

* * *

Miss Rosemary Foley, secretary of the Omaha Film Board of Trade, has returned from Chicago where she spent the last few days. While there Miss Foley attended a meeting of the Chicago Film Board.

* * *

The Empress Theatre at Nebraska City was badly burned throughout the interior when a fire which started on the stage spread through the house.

The SUPER-LITE LENS

An Unusual Lens with an Unusual Shape

MORE LIGHT

Transmits 20% more light to the screen than other lenses.

Its long construction allows the rear lens to come close to the aperture gate, thereby gathering more rays of light.

Corrected for color, spherical aberration, coma, and flatness of field.

The result is a screen image of very high illumination, giving beautiful black and white contrasts, brilliantly defined.

Made to Fit All Makes Projectors

Super-Lite Lenses Recently Purchased by

Lyric	Aberdeen, So. Dak.
Rialto	Aberdeen, So. Dak.
Princess	Mapleton, Ia.
Empress	Nebraska City, Nebr.
Paragon	Pilger, Ia.
Empress	Deshler, Nebr.
Strand	Pierce, Nebr.
Villisca	Villisca, Ia.
Avenue	Omaha, Nebr.
Benson	Omaha, Nebr
Lake	Omaha, Nebr.
Garden	Omaha, Nebr.
Fremont	Fremont, Nebr.
Columbus	Columbus, Nebr.
World	McCook, Nebr.

Super-Lite Lenses are corrected for low intensity reflecting Arc Lamps

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H. F. Lefholtz

N-E-W-S B-R-I-E-F-S

In an address before a women's club in New York last week, S. L. Rothafel (Roxy) made the statement that motion pictures without augmentation by acts or presentations are doomed and that a film program cannot hold its own without a surrounding stage show. That statement seems to blow up the theories advanced by several leading showmen who have been discouraging presentations.

* * *

The theatre field in New York has increased several hundred per cent in the last hundred years. An interesting item appears in last week's issue of Variety, which quotes the Providence Journal and in turn quotes the Manufacturers and Farmers' Journal of December 7, 1827; "New York at present supports four theatres which are exclusively devoted to the legitimate drama. The number appear large as Paris, whose inhabitants are said to live by and on their amusements, never at one time presents so many places set apart for gaiety and mirth." If the writer of that statement could see Broadway today!

* * *

Universal began the new year with the starting of four new productions. They are "The Michigan Kid," "Cream of the Earth," "Phyllis of the Follies," and "Be Yourself."

* * *

It is reported that Greta Nissen is seeking to star in a legitimate stage play.

* * *

H. B. Warner, who portrayed Christ in "The King of Kings," and more recently the part of Sorrell in "Sorrel and Son," returns to the De Mille studio for a dramatic role in "Walking Back."

* * *

Henry Ford's 1928 flivver will make its screen debut in "The Godless Girl," a Pathe feature.

* * *

Mike Donlin, former star outfielder for the New York Giants, has been added to the cast of "Partners in Crime," Paramount's newest Beery-Hatton comedy.

* * *

The next starring vehicle for Big Boy of Educational comedies will be "Chilly Days."

* * *

Arguments for and against "home rule" and other points of Anglo-Irish difference are frequent at the FBO studios since Dudley Murphy and his company of "fighting Irish" making "Alex the Great" have moved on to the same stage with Tom Terriss' cast of 'bloody Britishers' filming "Beyond London's Lights." Murphy has assembled an Irish cast while Terriss' outfit are predominately British.

* * *

George Bancroft's' first starring picture for Paramount will be "The Show Down." Evelyn Brent plays the supporting lead.

* * *

A vote conducted by a Berlin magazine to ascertain the best picture of 1927 resulted in "Sunrise" as the choice. "What Price Glory" was second.

* * *

Film Daily has a definition for an actor. Says Phil M. Daly: "An actor is a person who makes $50,000 a year some weeks."

* * *

Gary Cooper has signed a new long term contract with Paramount.

* * *

Rumors that William Wrigley, Jr., the chewing gum king, will enter the chain theatre business has been denied by P. K. Wrigley, his son. Wrigley has stock in a theatre project at Lake Geneva, Wis., but his activities will not extend beyond, the son declares.

* * *

Hoot Gibson has accepted a vaudeville contract with the Orpheum circuit The tour will last three months and Hoot will be accompanied by his famous horse.

* * *

David Selznick has joined Paramount as a production supervisor. Until recently he has been with Metro.

* * *

Ruth Taylor has completed her role in "Gentlemen Prefer Blondes," and has started on a personal appearance tour of 23 cities.

* * *

Moran and Mack, known to thousands of phonograph fans as the "Two Black Crows," have been signed to appear in a series of comedies for M-G-M.

* * *

Monty Banks is to appear in a comedy to be made by a British company. Banks will leave this month for London.

* * *

Bebe Daniels has completed "Feel My Pulse" for Paramount.

* * *

Frank Lloyd has signed a new contract which calls for the direction of five pictures for First National. The first will be "The Divine Lady," in which Corinne Griffith will star.

* * *

Edward Ogearna and Roscoe Hugh, assistants at the Fox studios, have been elevated to the office of directors. They will make westerns.

* * *

We wonder if titles mean very much. Ralph Wilk in Film Daily says that "Marriage in Triplicate" was the title first chosen for a stage play that made a hit. The title was later changed to "Abie's Irish Rose."

* * *

President Coolidge's' church in Washington, D. C. has arranged to show the International Newsreel regularly twice a week. One issue will be shown on Sunday and one on Thursday.

* * *

"Alaska Jack" and Bill Brady, veteran character actors, actually went through the gold rush in '98 and lived in real life just as the roles they portray in "Burning Daylight," First National's coming feature starring Milton Sills.

* * *

The Shakespeare Celebration Committee has invited Charlie Chaplin to play "Hamlet" in a special two-reel drama, with Mary Pickford, Douglas Fairbanks, and John Barrymore in other Shakespearean roles. The proceeds from this special film would be devoted to the construction of a Shakespearean art theatre at Stratford-on-Avon. Chaplin declined, declaring he did not want to desert his present screen character.

* * *

Jack Stone, a freshman athlete in the Colorado School of Mines, has been awarded an important role in "Lilac Time," Colleen Moore"s next special production.

* * *

Norma Talmadge and "The Dove," her first picture for United Artists, were honored by the U. S. Air Mail in Hollywood last week when a new mail plane was christened "The Dove." Miss Talmadge christened the ship in person.

PICTURE NEWS

TOLD IN PICTURES

PAULINE GARON

Presenting the dainty little star of "The Heart of Broadway," Rayart's newest melodrama, with Bobby Agnew playing opposite.

She's a Gunwoman Now!

The role of the famous Roxie Hart, "Chicago's most beautiful murderess," is played in the screen production of "Chicago" by Phyllis Haver. Above she is about to commit the crime that made her a collector of newspaper clippings. It is said that this DeMille production is just as much of a sensational success as the stage play from which it is taken.

Marion Nixon, who played opposite Reginald Denny in a number of Universal productions, was cast with Richard Walling in "Thoroughbreds," soon to be released. Miss Nixon's popularity is increasing.

Lenore Ulric is not exactly in pictures, but at the left she seems to think her pet cat could become fildom's greatest feline. The cat, by the way, is named "Lulu Belle," after the role in Miss Ulric's current stage drama of the colored courtesan.

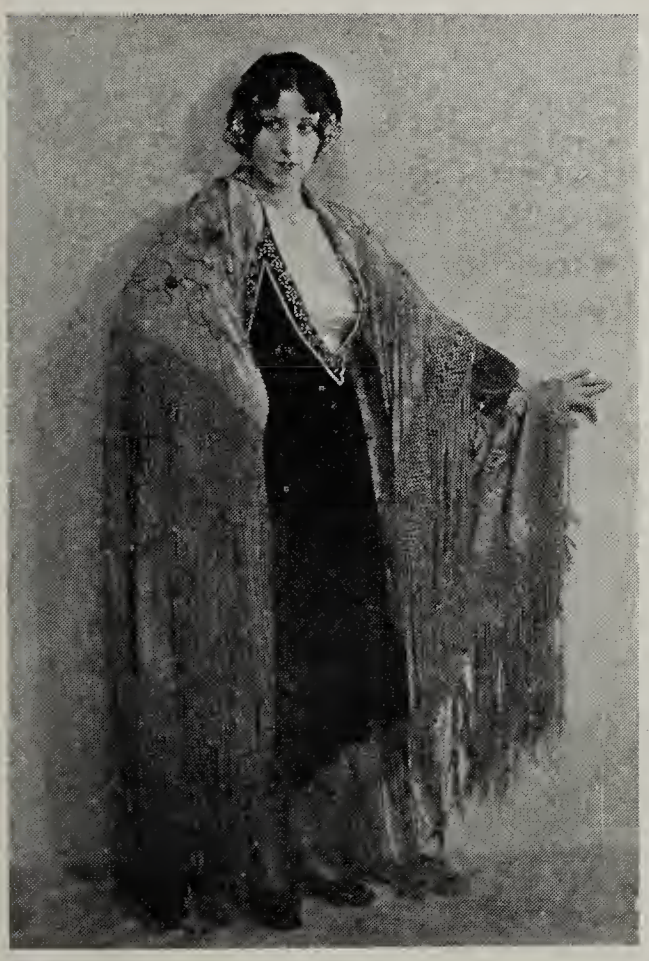
To make "Wings" absolutely faithful in its reproduction of the war in the air on the St. Mihiel front in the World War, high explosives were used by Paramount to create the atmosphere. One of the battle scenes is at the right.

At the right is seen an intriguing moment in "Sally in Our Alley,'" the Columbia special in which Shirley Mason is starred. Richard Arlen is her plumber boy sweetheart.

Reginald Denny is the Englishman who is typical American in his hilarious comedies. He also is an aviator and a boxer of parts, in addition to being one of the biggest attractions on the Universal payroll. At the left.

The Gaiety Theatre, New York, was honored with the premiere of the Pathe-De Mille special production of "Chicago," in which Phyllis Haver and Victor Varconi are starred. This satirical melodrama of the Windy City's publicity-seeking criminals looks as if it would be as big success as the stage play. Above is shown the front of the Gaiety the night of the premiere, which was presented as a $2 attraction.

Poodles Hanneford, the famous clown, is now starring in pictures for Educational-Mermaid comedies, made under the supervision of Jack White. This Poodles is one of the best pantomine actors on the screen.



Anita Garvin, Educational's lustrous vamp, as she appears in the Mermaid comedy, "Brunettes Prefer Gentlemen." We'll take a little of the preferred stock ourselves.

Claire Windsor runs riot in the matter of gorgeous raiment in her starring role in "Fashion Madness," a Columbia Pictures Production. Anything that Claire would don looks gorgeous, but some of these Parisian knicknacks make the gilding on the lily seem a little more justified.

The PICTURE GUIDE

Little Tips on New Pictures

The Private Life of Helen of Troy

Distributed by First National.

STAR: Maria Corda.

SUPPORT: Lewis Stone.

TYPE: A satire on the historical character.

TIME: About 2700 years ago.

LOCALE: Sparta and Troy.

LENGTH: 8 reels.

SYNOPSIS: Menelaos, a peace-loving king of Sparta, had a wife, Helen, who goes to Troy for her clothes, thereby starting a custom and endangering the clothing trade of Sparta. His three generals, who have some new uniforms, want a war so they can use them. Paris, Prince of Troy, comes to the house for dinner, and Menelaos permits Helen and his guest to enjoy themselves while he talks with his generals. As a result Paris woos Helen and gets her to elope with him. At last the generals have an excuse for a war and the Spartan army marches on the gates of Troy. But Helen goes over to the Spartan camp and is sent back to Troy because if she came back, the war would have to end. But Menelaos is victorious and Helen returns to Sparta. It isn't long before Helen has another affair with the Prince of Ithaca, but Menelaos decides to have no more wars because of his wife.

HIGHLIGHTS: The settings, the attack at Troy, the sub-titles.

Heroes In Blue

Distributed by Rayart.

STAR: John Bowers.

SUPPORT: Sally Rand.

TYPE: Melodrama.

TIME: Present.

LOCALE: An American City.

LENGTH: 6 reels.

SYNOPSIS: Pat Kelly of the police force and Joe Dugan of the fire department had long been friends. Anne Dugan was in love with Kelly. Anne's brother, Tom, did not seem to work, but made a living. One day, Dick Kelly, Bob's brother is shot dead while chasing bandits. A few days later Pat receives a similar fate, and before dying sees that his assailant is Tom, the son of his pal. He refuses to tell who his murderer is. Bob, also of the force, traces the affair down and tells Anne that her brother is the culprit. In the meantime Joe has been arrested for the death of Pat. Just then an alarm comes in and Joe is granted permission to drive the truck to the fire. His son, Tom, is trapped. Bob goes to his rescue and rings a confession from him. Joe overhears it as the building collapses, killing Joe and his son. Bob and Anne are re-united.

HIGHLIGHTS: The fire, chase after bandits.

Shamrock and the Rose

Distributed by First Division.

STAR: Edmund Burns.

SUPPORT: Olive Hasbrouck.

TYPE: Irish-Jewish romance.

TIME: Present.

LOCALE: An American city.

LENGTH: 6 reels.

SYNOPSIS: Tom Kelly, son of "Hot Dog" Kelly, owner of a hot dog stand, is in love with Rosie Cohen, daughter of "Ice Cream" Cohen. The two families have been living in a constant feud for years and only the efforts of Rabbi Isaacs and Father O'Brien has kept peace in the neighborhood. Realizing the attitude of her parents Rosie goes to Father O'Brien and asks that she become a Roman Catholic. Tom asks a similar request of Rabbi Isaacs. Both churchmen discourage the thoughts of their respective clients. Tom is hurt in an automobile accident and Rosie disobeys her parents' advice and goes to the hospital to see him. There the two families meet and discover that their children have already married. Knowing that Tom's future happiness depends on Rosie Mrs. Kelly welcomes Rosie into the family and the Kellys and Cohens are welded into a strong friendship.

HIGHLIGHTS: Auto accident, comedy situations.

A Hero For a Night

Distributed by Universal.

STAR: GLEN TRYON.

SUPPORT: Patsy Ruth Miller.

TYPE: Comedy.

TIME: Present.

LOCALE: American city.

LENGTH: 6 reels.

SYNOPSIS: Hiram Hastings is a cab driver with the airplane bug in his hat. He has never been in the air but he has taken a correspondence course on the subject and has built a funny looking machine. He takes a girl from the station to a hotel and learns she is Mary Sloan, daughter of a millionaire soap manufacturer. He wants to get Sloan to finance a trans-Atlantic flight but poor Hiram is turned down. At a dinner to flyers a call is made to finance a trip and Hiram sees to it that a trick monkey pushes a fork into the seat of Sloan's pants, thereby causing the old man to jump up when volunteers are asked. As a result Hiram gets himself thrown out. Mary learns that some conspirators are trying to ruin her father and it becomes necessary that they get to New York at once. Hiram gets them into his plane and the trip ends up in Russia. But the publicity has caused the Sloan stock to rise considerably and the conspirators are foiled.

HIGHLIGHTS: The flight, the monkey, the airplane.

The Love Mart

Distributed by First National.

STAR: Billie Dove.

SUPPORT: Gilbert Roland.

TYPE: Romance of early Louisiana.

TIME: 1808.

LOCALE: Near New Orleans.

LENGTH: 7 reels.

SYNOPSIS: Jallot, a penniless gentleman, with his slave, comes to a New Orleans inn one night and in a card game wins a barber shop. On his way to the shop he helps Antoinette, daughter of a ship merchant, and immediately excites the jealousy of Delicado, a Creole in love with her. One night in a cafe Antoinette sees Jallot and wants to thank him for his past kindness. Delicado tells her he is a mere barber and she snubs him. A slave runner, Remy, who was in the employ of the girl's father, admits that he has mis-used some funds, and the girl's father is forced to put all his belongings up for auction. Remy reminds the girl's father that Antoinette is not his daughter, but an octoroon and therefore, the girl must be placed on sale. Jallot borrows enough money to buy her and sets her free. Later he gets Remy to admit that he lied and that the girl is the daughter of the French aristocracy. The girl returns to Jallot.

HIGHLIGHTS: The auction scene, settings, fencing scenes.

SHORT SUBJECTS

Spice of the Box Office

There It Is

Educational—Two Reels

Charley Bowers, who made a name for himself in the FBO trick comedies, has turned out his first for Educational. As usual Bowers has surrounded himself with a flock of inventions which would take a very fertile mind to invent. In this two-reeler Charlie takes the part of a Scotch detective who is trying to solve the mystery of the Fuzzed-Faced Phantom. This creature, which may be termed as "it," can do anything—fly, jump, skip, hop, walk, run, and disappear. The action takes place in a sanitarium.

The Mystery Pilot

Rayart—Ten Episodes

The plot of this 10-episode serial revolves around a jewel case in which is hidden a map showing the hiding place of a valuable Persian treasure. Bob Jones, a young sailor, rescues June Finley from Harry Jacobs, a crooked curio collector. June's father is the owner of the jewel case which he bought in Persia. Three Persians also are seeking the case and it seems to be a three-cornered fight between Finley and the Persians and Jacobs. Bob comes to the rescue at opportune times and several thrilling sequences close each episode. In the end, the jewel case finally is returned to its proper owner after having been stolen several times. Rex Lease plays the part of Bob Jones. The part of June Finley is portrayed by Kathryn McGuire. Barney Fury is Harry Jacobs, John McCready is Col. Finley, and Max Asher is George Washington Smith, a colored servant.

South of the Northern Lights

Universal—Two Reels

Corporal Jack of the Northwest Mounted is out to capture the "Wolverine" mysterious fur thief. He follows a false trail while one Lamont, a shady fur trader, bargains with Scotty MacDonald, a fur buyer. Honey Maitland, whose father has been arrested for the murder of Hank Wait, a trapper, is being held prisoner by Lamont in another room. She listens at the door. Scotty sees Hank Wait's brand on one of the pelts. He accuses Lamont. The girl at the same time makes herself heard. Lamont knocks out Scotty just as the mountie enters the place. Scotty tells him that Lamont is the robber and killer. Lamont and his henchmen jump the mountie and tie him. Then Lamont forces the girl to ride to the border with him, but the mountie overtakes them and captures the gang.

An African Adventure

M-G-M—One Reel

This Ufa Novelty takes the audience into the "dark continent." But unlike most African pictures the trip is not made with pack horses but on a train. The scenes of African scenery are made from a moving train and are exceptionally well done. The party finally leaves the train and then comes the big hunt. A hippopotamus is killed in water and a rhinoceros meets a similar fate. Several giraffes are seen galloping about Some wild elephants grazing offer good shots.

Sword Points

Educational—Two Reels

Lupino Lane in a fast burlesque on Doug Fairbanks which at times out-Fairbanks Fairbanks. The story concerns the efforts of the king's messenger to deliver an important document. The sets are in 16th century style and the costuming is accurate. The anti-royalists are attempting to intercept the message and Lupino is an innocent victim. Plenty of speed here.

A Battle-Scarred Hero

Universal—Two Reels

Andy, who has invented an airplane gun, receives a letter from the Gun Committee saying they will call to investigate his invention.

WHAT THE PICTURE DID FIRST RUN

Reports From the Big Theatres That Tell You How a Picture Went Over or "Flopped" With Its First Audiences. A Good Guide for You to Follow Regularly.

Andy reprimands Chester, who has been monkeying with the model gun. To even the score, while Andy rushes to tell Min to hurry her bath, Chester loads the gun. When he returns Chester is nowhere in sight.

The Gun Committee arrives. Andy explains how he invented the gun while in France. To demonstrate he pulls the trigger, with the dire consequences. Min falls through the ceiling in the bathtub amid the general confusion. The Gun Committee, much shaken up, leave, and the sale is off.

The Mechanical Cow

Universal—One Reel

Oswald's mechanical cow hates to get up in the morning, but once she gets going she is a wonder. Oswald is delivering milk with alacrity and dispatch when he spies a most bewitching young maid.

As they sit exchanging compliments a bold bandit appears and kidnaps Oswald. The maiden and the mechanical cow rush to his rescue. During a fierce battle the mechanical cow lures the bandits to the edge of a cliff and pushes them over to be devoured by the fishes below. Oswald is rescued and canters off on the cow accompanied by the maiden.

Rose of Killarney

Tiffany—One Reel

A Tiffany Color Classic which combines beauty with story value. Special effort has been made in working in artistic scenes. The plot is light but the colorful background is sure to please. An Irish baron is distressed because his son is in love with a peasant girl. He refuses to give his consent to a marriage which will bring a girl of a lower station into the very artistocratic family. The father threatens to disown him if the marriage takes place. At last a devoted sister comes to plead the cause before the nobleman and she is successful, the old man giving his consent thereby making the young couple happy.

Pathe Review, No. 3

Pathe—One Reel

An interesting filler which will please. The subjects in this single reeler include colored shots of flowers, interesting people such as Charlie Francis Coe, Ernie Schaaf, and Casey Jones, and views of the home life of the Fiji Islanders.

Strikes and Spares

O-M-A-H-A

"Film Industrial League"

	Won	Lost
M-G-M	26	13
First Natl-U. A.	23	16
FBO - Warner Liberty	22	17
Paramount	20	19
Pathe	16	23
Universal Blizzards	12	27

INDIVIDUAL AVERAGES

Comer	186	Parry	150
Gorham	179	Fangman	149
Hensler	175	Booth	145
Cross	175	Connors	143
Phillips	169	Harms	143
Morison	162	M. Monsky	143
Dougherty	160	Branson	139
Danke	159	Strickland	138
Weitz	157	Van Dullen	136
Bierman	157	Trent	135
Williams	156	Malchaw	135
Barker	155	McCool	132
P. Monsky	155	Okum	131
Tridell	154	Mitchell	130
Stolte	154	Fisher	130
Mendelson	154	Diamond	129
McLucas	154	Nedley	129
Harnell	153	Wilson	119
Foulds	152	Anderson	118
Fletcher	151	McLean	115
Nightengale	151		

Ladies' Film League Standings

AS OF 1-9-28

Team	Played	W.	L.	Pins
Fox	27	21	6	10887
FBO	27	16	11	10297
M-G-M	27	13	14	10058
Warner-Universal	27	4	23	9038

INDIVIDUAL AVERAGES

Cross	148	Barta	82
Casper	129	Wood	81
Phillips	117	Molseed	79
Gillen	106	Nepodal	78
Blesh	104	Palmer	78
Anderson	101	Miller	77
Caughey	98	Trent	75
Frankson	94	Peterson	68
Foley	92	Green	66
Gilchrest	87	Perrine	60
Lonergan	83		

New Wood last Monday made it mighty hard for a great many of the bowlers. Those who suffered most were Von Dollan with 79, Gus Diamond with 92, and Maurice Okum with 93. Fate was more kind to three more of the boys, for that is the number who rolled 200 or better. They were headed by Don Cross, 214; McLucas, 212; M. Monsky, 200.

* * *

The United Artist team had the two lowest games and the two highest, which just goes to prove that Emersons' old law of compensation is still on the job.

* * *

Along late in the third game Hensler was able to figure out what was wrong with his team. He was heard to remark: "Come on, fellows, let's shoot at the wood." Now we are wondering what they usually shoot at.

* * *

Phillips, Paramount's new man, is going "right smart." It won't be long now before he is right up among the big three.

* * *

Buddie Trent was back in the M-G-M lineup, taking the place of Gus Harms who has been very sick.

* * *

Here is how the FBO-Warner lineup was shown in the "Bee" last Tuesday morning: M'Cool - O'Kern - O'M'Ky - M'C'er. It's easy enough to recognize the first two, but who would guess that O'M'Ky was Phil Monsky or that M'C'er was Mike Comer. Neither of these fellows did so well. Maybe that is why they were trying to hide their identity.

* * *

Art Stolte was high man on the Pathe team with his 175. Don't know whether that's a boost for Art or a slam at Danke and Bierman. Fritz and Al couldn't seem to connect very regular. Al had his badge of authority, which gave him all the necessary permission to get a flock of strikes, but he didn't fall.

* * *

M. O'M'Ky, more commonly known as Mayer Monsky, nearly had heart failure when he found that he had rolled 200, which again proves conclusively that there is a Santa Claus.

Rayart Is Well Ahead On Production Schedule

Following the completion of "Casey Jones," Rayart announces that three more specials are finished, these being "The Law and the Man," by Octavus Roy Cohen, starring Gladys Brockwell, Tom Santschi, Robert Ellis and Tom Ricketts; "The Heart of Broadway," starring Pauline Garon, Bobby Agnew, Wheeler Oakman and Duke Lee, and "You Can't Beat the Law," by H. H. Van Loan, starring Lila Lee, Cornelius Keefe, Betty Francisco and Warner Richmond.

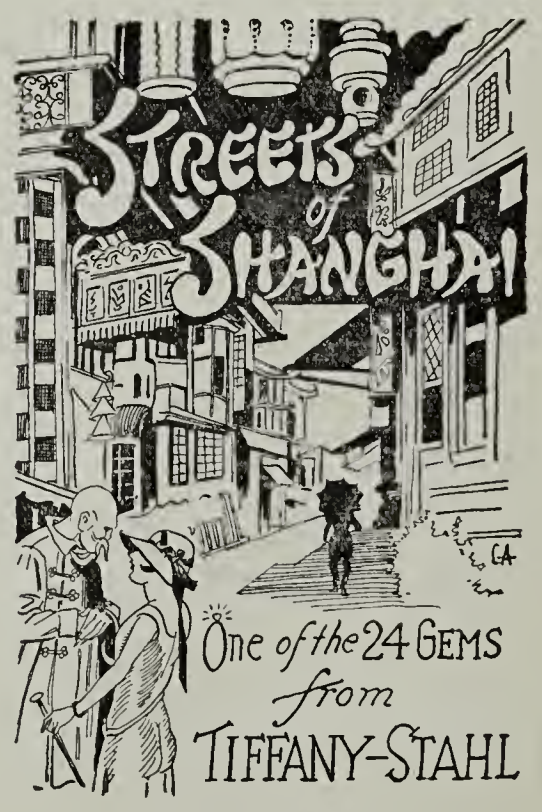
The first of these will be released in January, while the other two are scheduled for February. This leaves but six pictures to be produced to complete the Rayart 1927-28 program. The company is about 60 days ahead of its shooting schedule, and expects to complete all productions by the middle of April.

Get Three Comedy Experts

Three experts at comedy have been selected by Columbia Pictures to bring "So This Is Love" to the screen. Frank Capra will direct, and Shirley Mason and William Collier, Jr., will be co-featured in a story which has Greenwich Village for its unique setting. Miss Mason will desert her popular Irish characterizations for the role of a Scandinavian slavey in "So This Is Love." Collier, who is new to Columbia audiences, will play the part of a Greenwich Village modiste.

Mulhall To Go It Alone

Jack Mulhall, First National player who has recently been "teamed" with Dorothy Mackaill, is to do it alone in his next picture for that company. This will be a screen version of George S. Kaufman's stage comedy, "The Butter and Egg Man." Among Mulhall's recent pictures for First National are, "See You in Jail," "Smile, Brother, Smile," "The Crystal Cup," "Man Crazy," "The Poor Nut" and "Ladies' Night in a Turkish Bath," which he has just completed with Dorothy Mackaill but which has not yet been released.



Distributed by

Renown Pictures, Inc.
1516 Davenport, Omaha
H. F. Lefholtz

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

_____

_____

_____

_____

Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

Remarks _____

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Exhibitor's Name _____

_____

House Name _____

_____

Kind of Patronage _____

_____

Town _____

_____

State _____

_____

Harold Lloyd to Release "Speedy" for Easter Shows

William R. Frazer, general manager of the Harold Lloyd corporation, which releases through Paramount, has announced that "Speedy," Harold Lloyd's newest starring picture, will be ready in time for Easter business.

"Harold Lloyd establishes a precedent in his production policy this season," declared Mr. Fraser, "in that he will take but a two weeks' vacation before starting work on his next Paramount feature comedy, which he intends to have ready for release in October. Heretofore Mr. Lloyd has rested several months between pictures, though carrying on research work for future vehicles, but this year he has arranged his production schedule so that the necessary preliminary work for the picture to follow 'Speedy' was carried on while the star was engaged in filming his current production."

Mr. Fraser's announcement is a follow-up of Lloyd's recent declaration to the effect that, in the future, he would make two pictures each year.

"Passionate Adventure" Last Colman-Banky Film

Samuel Goldwyn is going to star Ronald Colman and Vilma Banky separately through United Artists after completion of their final co-starring film, "The Passionate Adventure." Noah Beery, Paul Lukas, Nigel de Brulier, Helen Jerome Eddy, Eugenie Besserer and Virginia Bradford are in the cast. United Artists is releasing it.

Goldwyn has made four Colman-Bankys in the past three years. The first, "The Dark Angel," was distributed through First National before Goldwyn tied up with United Artists, of which company he recently became an owner-member. Then came "The Winning of Barbara Worth," "The Night of Love" and "The Magic Flame."

"The Passionate Adventure" is a sixteenth century story of romance, a companion piece to "The Night of Love." The story, laid in the city of Ghent in 15400, tells of a Spanish girl and a Flemish man, forced to marry by demands of politics, and of a mysterious leather-masked character who constantly interposes himself between the two warring leaders, the conquering Duke of Alva, and the stubborn defender, the Prince of Orance.

Goldwyn put over national advance exploitation on "The Passionate Adventure" through a tie-up with Louella Parsons of the Hearst papers, when she announced the producer's search for a suitable story for the final Colman-Banky picture, and his willingness to pay $2,-500 to any person whose suggestion was accepted. Mrs. Winifred S. Osborne of Milwaukee, Wis., won the money through suggesting "Leatherface."

A story entitled "Innocent" is favored by Goldwyn now as a suitable vehicle for Vilma Banky in her first solo film. But, in any case, it's definite that Goldwyn is going to part his famous screen lovers, and "The Passionate Adventure" will contain their parting kiss.

"Man Who Laughs" Will Have An Early Premiere

"The Man Who Laughs," Universal production of the Victor Hugo romance, is nearing completion at Universal City and will be presented to the public late in January. Carl Laemmle, Universal chief, has instructed executives at the Universal home office to engage a legitimate Broadway theatre for the picture's premiere.

The forthcoming special is said to be next to the costliest picture ever made at Universal City, "Uncle Tom's Cabin," a $2,000,000 production, being the record breaker. It will reach the screen as the first Universal super-production starring Conrad Veidt. Veidt began his his screen career in Germany more than ten years ago under the same director, Paul Leni. Leni is best known in this country for his "The Cat and the Canary."

Sam Sax Transfers Gotham Activities to Univ. City

Upon the completion of the latest Gotham production "Bare Knees" Sam Sax transferred his entire production units for Gotham from the Tec-Art Studios to Universal City. This is somewhat in the nature of a return home for the Gotham crew as the major part of the 1925-6-7 productions were made at Universal City.

Gotham moved last summer from Universal to the Fine Arts studios, but owing to the sale of the property another move was made temporarily to the Tec-Art studios. As several bigger productions are contemplated in the immediate future and owing to the fact that Universal has a lull in production activity at present, owing to being caught up on studio work for several months in advance, the Gotham executives were quick to take advantage of the situation.

The transfer of equipment is being effected during the slight pause in production occasioned by the visit of Mr. Sax to New York and upon his return to the West Coast production will be immediately resumed, which is figured for the latter part of January.

Best Exploitation Stunts Of 1927 Recounted by Elias

Efforts That Tied Up the Public Interest With Pictures Were Clever and Varied—Leo Heads the List

By HAL ELIAS, Metro-Goldwyn-Mayer Exploiteer

Vying with the gentry of the press who, as an annual contribution to posterity, accord "the year's ten best pictures" honorable mention, we herewith gather sufficient courage to offer a symposium on "the year's ten best exploitation stunts."

We use the word "courage" advisedly since it is expected that this indition will call forth Pandects of Protest from contemporaries who might have occasion to differ with us. Come what may, we cannot suppress this desire to direct the Glare of Glory upon those stunts that have gained the plaudits of showmen during the past year. Stand by!

1. LEO, THE FLYING LION—Who among our Prudent Publicists, would not genuflect before the shrine of that Champion Space-Grabber for 1927, Leo the Metro-Goldwyn-Mayer lion? Sponsored by his Prolific Publicity Propagators, Howard Dietz and Pete Smith, Leo "made" the front page of practically every daily in the country when he and his pilot, Martin Jansen, essayed a non-stop flight from Culver City, Calif., to New York. A cloud of misfortune, however, hovered over their specially constructed plane which crashed on the Arizona desert and as a result Leo and Jensen were lost to the world for three days while army and navy aviators sought them. Even our most conservative editors lavished streamer headlines on Leo, who became a very much discussed figure.

2. MY BEST GIRL contest—This stunt involved a tie-up with 13 daily newspapers strategetically selected so that representative publicity would be forthcoming in the more important territories. Each paper conducted a contest to discover candidates worthy of the "My Best Girl" appellation and by this means 13 girls won the privilege of visiting Hollywood where they were royally entertained without experiencing any cost for the lark. (Victor Shapiro, who evolved the "My Best Girl" tie-up, wins a seat at our exploitation round-table for his ingenuity in this instance.)

3. THE FIRE BRIGADE preview car—We all recall the reams of publicity garnered by a certain petrol wagon, dubbed "The Fire Brigade" preview car, which carried a print of "The Fire Brigade" from the Metro-Goldwyn-Mayer studios in California to New Orleans, La. Upon approaching the outskirts of key cities the preview car was met by a delegation of firemen, an assortment of fire apparatus and a collection of municipal bands. Then followed a parade through the main streets of the city to the accompaniment of sirens, whistles and gongs. The tour of the car was brought to a climax at New Orleans where it arrival was timed for the opening day of the International Fire Chief's convention. Even the w. k. Mardi Gras failed to surpass in enthusiasm the reception given the preview car. Of course, "The Fire Brigade" was later screened for the fire chiefs, each of whom agreed to co-operate with the exhibitors who played the picture when it was generally released. (For having glorified "The Fire Brigade" preview car we hereby place the laurel wreathe of Exploitation Excellence upon the noble brows of the M-G-M triumvirate, consisting of Howard Dietz, W. R. Ferguson and Pete Smith.)

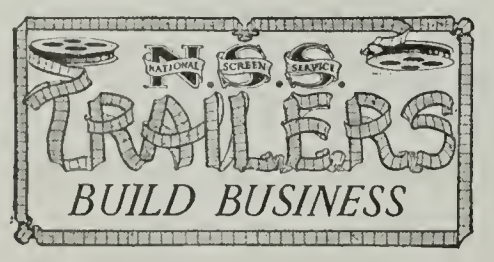
4. OUR GANG Talent Hunt—This stunt, which is confined to the Wesco theatres of the Pacific Coast, is particularly noteworthy in view of the fact that every house on the circuit (as well as the Hal Roach organization) is obtaining a liberal share of publicity. The theatres of the chain are conducting a search for additions to the famous "Our Gang" players and any child aspirant is entitled to a screen test without charge. At the conclusion of each day the screen test results are exhibited to the different audiences who indicate preference by the applause method. Through a process of further elimination the winner of the contest finals will be awarded a three-weeks contract at $100 per week with the possibility of securing permanent work for the future. (Ray Coffin of the Hal Roach forces is guiding the publicity destinies of this stunt in a most capable manner.)

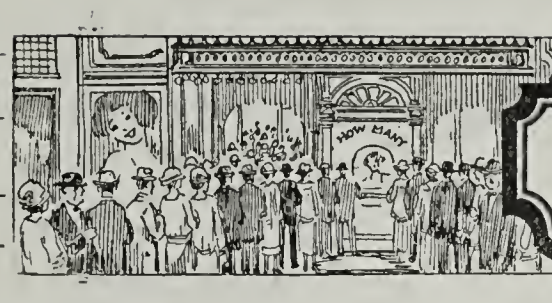
5. SNOOKUMS campaign—The juvenile star, Snookums, basked in the spotlight of national fame when, through the efforts of his exploitation mentor, Nat Rothstein, he received recognition at the White House. Following a personal appearance frolic that netted considerable newspaper space the Pomade-Pompadoured kid concluded his jaunt by posing for a series of close-ups with President Coolidge.

6. U. S. MARINE CORPS tie-up.—Every courtesy was extended by officers in command at the various U. S. Marine Corps recruiting stations throughout the country during the showing of "Tell It To the Marines." The "leathernecks" paraded, acted as ushers, gave drill exhibitions and offered their assistance to many other forms of ballyhoo, thanks to the advance tie-up effected by the Dietz-Ferguson combine.

7. "PEP" billboards.—Not a few of our exploitation executives tied their stars to the health cereal, "Pep," which prompted the "Pep" people to reciprocate by using a head of the co-operating

(Continued on Page 20)





BOX-OFFICE REPORTS

COLUMBIA

The Swell Head, Star Cast.—This is a very good story but has poor attracting power.—Merlett Skinner, Liberty, Judith Gap, Mont.

FIRST DIVISION

Paint and Powder, Elaine Hammerstein.—Best picture I have shown in some time. A sure bet to make money.—John Willey, Rex, Arcadia, Kas.

Ragtime, John Bowers—Another good picture that can be bought right.—John Willey, Rex, Mulberry, Kas.

April Fool, Alexander Carr.—A comedy drama that will pull them out of their seats. A good one.—John Willey, Mulberry, Kas.

Shamrock and the Rose, All Star.—A Jew comedy. And say, it's a knockout. Advertise it and make some dough.—John Willey, Rex, Arcadia, Kas.

Devil's Island, Pauline Frederick.—Here is the best island picture I have ever run. Good for two or three days in any town. And it will make money.—John Willey, Rex, Mulberry and Arcadia, Kas.

INDEPENDENT

Fighting Fate, Serial.—Best serial for some time. Can't go wrong on this one.—John Willey, Rex, Mulberry, Kas.

Whispering Canyon, All Star.—A picture that will stand up against anybody's pictures. And you buy it right.—John Willey, Rex, Arcadia, Kas.

Primrose Path, Clara Bow.—This is as good as any Bow picture ever made. And you can buy it right.—John Willey, Rex, Arcadia, and Mulberry, Kas.

METRO - GOLDWYN

The Taxi Dancer, Joan Crawford.—comedy, rather suggestive in places. Nothing extra.—J. A. Greve, Princess, Oak Creek, Colo.

Blarney—O. K. for those who like action, but rather rough. Mostly fights.—John Greve, Princess, Oak Creek. Colo.

The Big Parade, John Gilbert—Broke all house records with this. It's a big picture. Play it.—J. G. Fair, Elite, Laurens, Ia.

Tillie the Toiler, Marion Davies.—A very light comedy but it will draw the business if the weather is good.—A. G. Miller, Lyric, Atkinson, Neb.

The Understanding Heart, Joan Crawford.—Another outdoor picture that is very good. Does not follow story in the book.—Ernest Vetter, Majestic, Homer, Mich.

PARAMOUNT

Man of the Forest, Jack Holt.—A Paramount western triumph. Should pack them in any house.—Merlett Skinner, Liberty, Judith Gap, Mont.

Paradise For Two, Richard Dix.—A good comedy but poor plot.—Merlett Skinner, Liberty, Judith Gap, Mont.

Fascinating Youth, Buddy Rogers.—Rogers does some good work in this picture. The story is good but rather weak in spots.—W. R| Bratton, Stella, Council Grove, Kas.

Let's Get Married, Richard Dix.—This is a very good comedy drama.—J. W. Schmidt, Grand, Breese, Ill.

Afraid to Love, Florence Vidor.—A good society picture with plenty of comedy. Pleased all who saw it.—Robert Yancey, Bonny, Mansfield, Mo.

PATHE

Interferin' Gent, Buffalo Bill, Jr.—A fair little western. Not tiresome. It's a one-day type.—J. A. Greve, Princess, Oak Creek, Colo.

For Wives Only, Marie Prevost.—Good clean comedy, interesting, lots of thrills and laughs.—J. A. Greve, Oak Creek, Colo.

Gold From Weepah, Bill Cody—Fair. Some comedy. A good bit of action. One-day picture.—J. A. Greve, Princess, Oak Creek, Colo.

Pals in Paradise.—Good, will please any patronage. No special. Sunday, yes. Lots of comedy.—J. A. Greve, Oak Creek, Colo.

King of the Saddle, Bill Cody.—A very good western. Pathe makes the best westerns on the market.—Merlett Skinner, Liberty, Judith Gap, Mont.

The Devil Horse, Rex.—Better than some of his previous pictures—Ernest Vetter, Majestic, Homer, Mich.

A Turkish Delight.—Good talent wasted on a poor story. Did not satisfy a very big majority.—Bert Silver, Family, Greenville, Mich.

UNITED ARTISTS

The General, Buster Keaton.—Different from the usual comedies. This is dandy.—Minnie Schnoor, Paramount, Stapleton, Neb.

The Bat, Star Cast.—A real money-maker. A mystery story from the well-known play.—Minnie Schnoor, Paramount, Stapleton, Neb.

UNIVERSAL

Red Hot Leather, Jack Hoxie.—Better than any picture he has ever made. Good rodeo scene and action.—John Greve, Princess, Oak Creek, Colo.

The Silent Rider, Hoot Gibson, Fair, but a poor Jewel. Jewel tags don't make big pictures.—John Greve, Oak Creek, Colo.

The Fourth Commandment, Belle Bennett.—A great heart story. Push this one a lot.—Merlett Skinner, Liberty, Judith Gap, Mont.

Out All Night, Reginald Denny.—A good clean Denny picture that would have made money had not the weather been so bad. No fault of picture.—E. T. Dunlap, Dunlap, Hawarden, Ia.

TIFFANY

Lightning, Star Cast.—Made more money on this one, which I played one day, than any Friday, Saturday and Sunday combined. Had the biggest house in eight weeks.—Bonnie Schultz, Marlborough, Kansas City, Mo.

EXPLOITATION IDEAS AND HINTS

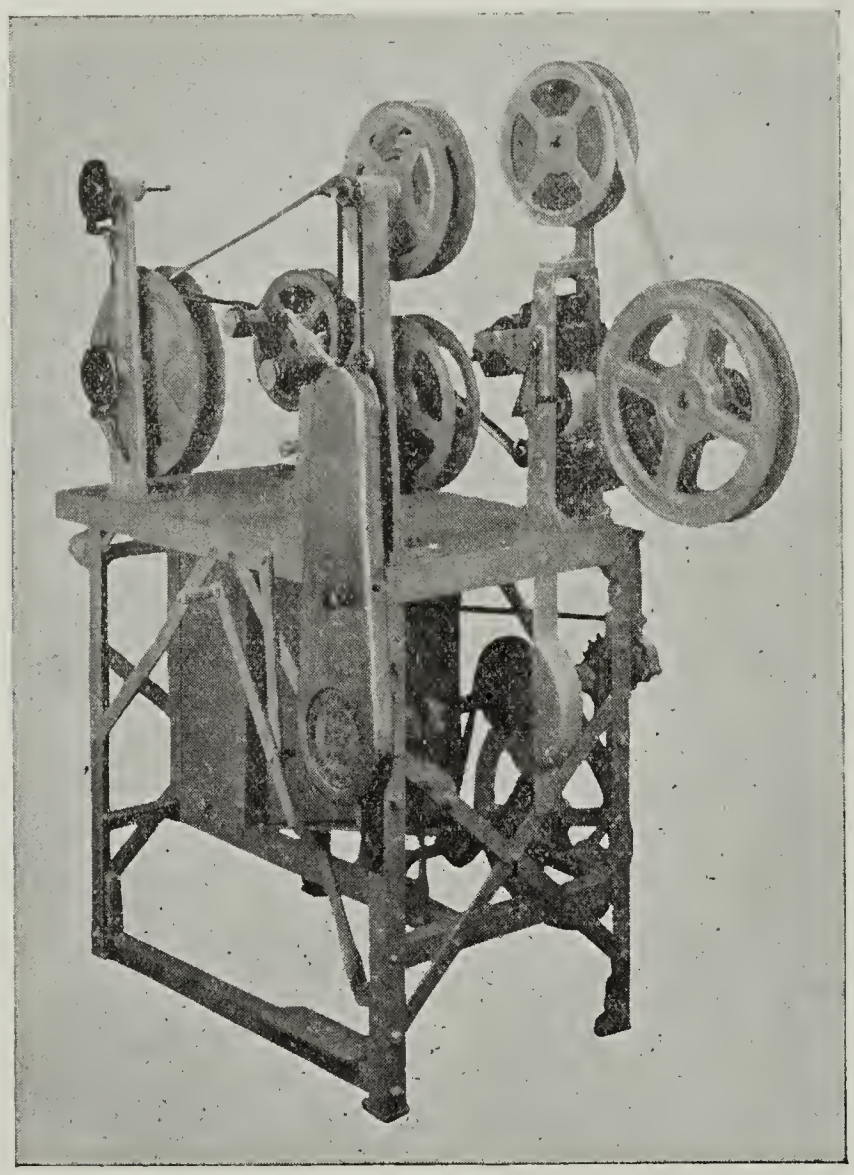
In Every Issue We Publish Detailed Accounts of What Various Exhibitors Are Doing to Promote Business. These Practical and Proven Ways of Putting Over a Picture Mean Money to You. Read This Section!

"Hawk" Next for Sills

After finishing "Burning Daylight" and before starting work in "The Barker," Milton Sills will do "The Hawk," an original screen story by Wid Gunning.

EQUIPMENT AND SUPPLIES

Liquified Film Wax Has Many Uses In Film Booth



The illustration above shows the double operation of waxing and removing absorption paper from prints.

The Rex Film Renovator Manufacturing Co., of Columbus, O., reports unusual success with its liquified film wax, which is used for waxing new prints, cleansing and preserving prints, insuring endurance, durability, and long life of prints and lessening fire hazards.

The processing of new prints prevents film sticking, according to a recent bulletin issued by the Rex company. It eliminates 75 per cent of print scratching and sprocket hole checking in the early runs. The film surface is given a safe protection against smudge. There is no gathering of wax, no clogging of the film track, no accretion of emulsion deposits.

It is declared that from twenty to thirty more runs are had from prints treated by this process, for it preserves the tough fibre of the film and lessens sprocket hole breakage.

The processing of films with liquid film wax may be done at a surprisingly low cost. Drops of oil and smears of grease find their way to the film surface and cause blurring and hazy reflection on the screen. This film wax is said to remove these smudges.

New Lens Creates Effect Of a Traveling Camera

"Following" galloping horseman with a camera that stands still was used in the filming of John Gilbert's new M-G-M vehicle, "The Cassocks." In several of the scenes showing wild rides over rocky chasms, the camera seems to follow right behind Gilbert on his horse. But, as a matter of fact, the camera never moves.

This is accomplished by an invention of Percy Hilburn, the cameraman. It consists of a lens which, by being constantly focused on an object, maintains it at the same size in the camera, no matter how its position changes. In other words, it is a form of traveling telephoto lenses. The apparatus consists of a number of lenses which change in their relationship to each other as the adjustment is altered.

In effect, the lens seems to keep the camera following an object by hanging its focus, and the camera is never moved from its base. The apparatus, when completed, will enable the cameraman to perform many strange feats in photography.

(Continued from Page 18)

star on their 24-sheet posters. The latter cover about 3,500 billboards in 193 cities throughout the United States.

8. GENTLEMEN PREFER BLONDES publicity.—Arch Reeve, who, among his other duties, purveyed publicity for "Gentlemen Prefer Blondes," did himself proud when he informed the world that his studios were in need of a specific type of blonde to portray the leading role of the picture. Every popular screen and stage golden-haired beauty, according to the Reeve press matter, was given consideration for the part though after the battle was over it remained for a comparative unknown to win the sweet assignment.

9. MAGIC LANTERN PROJECTOR.—Howard Dietz, he who pledges allegiance to the M-G-M banner, again scaled the heights of Exploitation Elegance when he projected several giant advertisements on prominent buildings along New York's rialto. "The Magic Lantern Projector," which reposes atop the Capitol Theatre, was conspicuously mentioned in the metropolitan dailies and also "crashed" the U. P. wires for additional publicity.

10. PUBLIX MANUAL.—The astute Lem Stewart, who edits the "Publix Manual," offers this exceptional exploitation aid to every manager of the Publix chain. For each picture, Stewart compiles a special manual which includes a brilliant array of practical exploitation publicity ideas. Though the "Publix Manual" is essentially an institutional proposition it must be recorded in any chronicle that deals with exploitation events.

1927 has proved more than ever before the definite place that exploitation holds in the successful operation of any theatre. Though we believe the trend of picture promotion during 1928 should, and will, favor the tie-up of national significance it is our opinion that exhibitors will not realize the value of such able assistance unless local exploitation is given full expression.

Attorneys and members of Congress were to confer this week for the drafting of legislation to bar foreign musicians from competing with Americans.

WHAT'S THE RESULT

DID IT GO OVER ? OR DID IT FLOP

Tell Your Fellow Exhibitors About It---Send in Your Report Now

MAIL IN YOUR FILM REPORT TODAY FOR THE NEXT ISSUE

My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Remarks: _____

Title _____

Star _____ **Producer** _____

Remarks: _____

City _____

Theatre _____

Exhibitor _____

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

The CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sell Second Hand Equipment, Seats, Projectors, Screens Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

EQUIPMENT FOR SALE

Six Hundred opera chairs; two Powers projectors; Screen; Booth, rewinds, etc. Excellent condition—low prices for quick sale. Movie Supply Co., 844 Wabash Ave., Chicago, Ill. C13t-3-19-28

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE—Butter-Kist Electric popcorn machine; late model; perfect condition; cost $800 take $150. Also G. E. Double 70-70 generator; perfect condition; cheap. Star Theatre, Warrensburg, Mo. P2t 1-14 & 1-28

FOR SALE—10,000 rolls 5c tickets about 2000 tickets in a roll, 12½c roll. Robinson, 8922 Buckeye Road, Cleveland, O. C1t 1-14

FOR SALE—Used theatre chairs. Always a stock on hand. Also new veneer seats. Write us your requirements. Theatre Seating Company, 845 South State Street, Chicago, Ill. P3t 1-28.

FOR SALE—2 6-B Powers Machines good condition; now in operation; price $600 for both. Also 2 Simplex Machines ball bearing movements practically new machine, price $1000 for both. Rialto Theatre, Akron, Ohio. C2t 1-21

REPRODUCO ORGAN. Year old, like new, price $1,200. Honeymoon Theatre, South Bend, Ind. P1t 1-12

POSITION WANTED

OPERATOR with ten year's experience wants steady job. Can do repair work. Married. Walter Ingalls, New Hampton, Ia. P2t-12-24

THEATRE ORGANIST — Experienced on all makes. Go any place. Mabel Young, Plaza Hotel, North Ave. and North Clark St., Room 212-B, Chicago, Ill. nc-tf

THEATRE WANTED

TO LEASE OR BUY—If prices and terms can be made to suit both. Interested in house in town of 2,000 to 3,000 population anywhere in southern Arkansas or Mississippi. 12 years experience in running and managing. What have you. Address Exhibitors Tribune, 19 N. Robinson, Oklahoma City, Okla. C4t 7-28

THEATRES FOR SALE

FOR SALE—One or two theatres of about four hundred seating capacity each, well equipped and established in Waco, Texas, a city of fifty thousand, fine schools and college. Reason for selling, wish to retire from business. Address J. A. Lemke, Waco, Tex. C2t 1-21

THEATRE FOR SALE—Modern and well equipped. Seats 250. Town of 500. Bargain. Liberty Theatre, Nocartus, Kas. P1t 1-14

BRICK BUILDING and equipment, population 1,700, seats over 600, the only show in town, a good Sunday town, will take one-half cash, balance to suit buyer. Write F. W. Hughes, Scammon, Kas. P1t

EXHIBITORS---

Send in your Box-Office reports

CLIP HERE ..... MAIL TODAY

Here is your Handy "Ad Order" Blank

To:
Associated Publications, Inc.
Kansas City, Mo.

Kindly insert the following want ad..... times in your "CLEARING HOUSE" Section.

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Name .....

Address.....

only **8c** *a word*

To reach practically all of the motion picture theatre owners in Michigan, Ohio, Illinois, Indiana, Iowa, Missouri, Kansas, Nebraska, Oklahoma, Colorado, Texas Panhandle, Utah, Arkansas, Southwest Tennessee, Eastern Kentucky and New Mexico.

Try it!

THE IDEA

A Compendium of Advertising Aids and Ideas for Exhibitors

Is Ready for You!

Contents of "THE IDEA"

Policy Advertising Copy (with illustrations)
Headlines, catch lines, and phrases
Romantic copy
"Heavy"" copy
Unusual copy
Program copy
Star copy
"Jazzed" copy
Comedy-Drama copy
Society copy
"Mother" copy
Melodramatic, thrill and Western copy
Miscellaneous copy

And— 110 tried and proven exploitation stunts on current pictures.

$1.00 the copy

THE IDEA is a sure cure for that pernicious theatre ailment—empty seats. THE IDEA is a SEAT SELLER—and how!

IT'S WORTH HUNDREDS OF DOLLARS TO YOU AND MAY MAKE YOU THOUSANDS

Date_____1928.

ASSOCIATED PUBLICATIONS, INC.,
Glover, Bldg., Kansas City, Mo.

Here's my dollar for a copy of THE IDEA.

Name _____

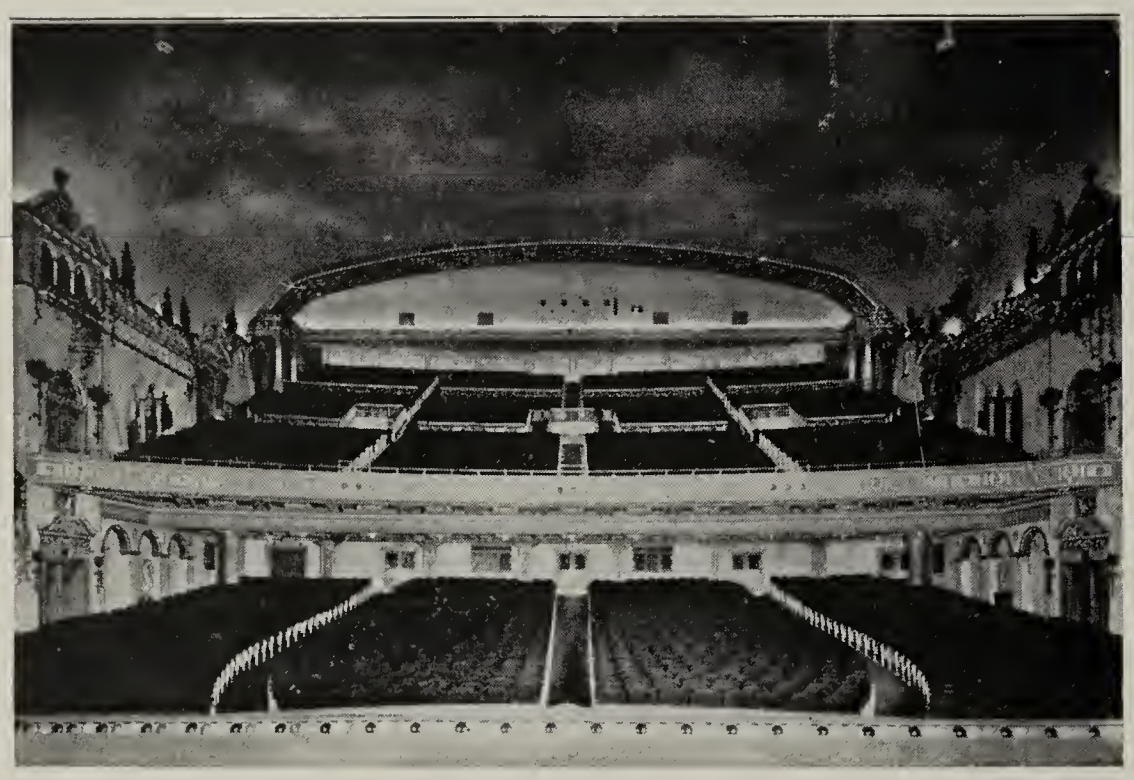
Theatre _____

Address _____

Town _____ State _____

Made by
American Seating Company

Riviera Theatre
Omaha, Nebr.
JOHN EBERSON, ARCHITECT



The Midwest
turns to
"American" Chairs

GILBERT, *Beatrice, Nebraska*
PACE, *Chad-on, Nebraska*
LINCOLN, *Lincoln, Nebraska*
ALHAMBRA, *No. Platte, Nebraska*
NORTH STAR, *Omaha, Nebraska*
ROSELAND, *Omaha, Nebraska*
RIVIERA, *Omaha, Nebraska*
CAPITOL, *Lincoln, Nebraska*
ELECTRIC, *Kansas City, Kansas*
ORPHEUM, *Leavenworth, Kansas*
LIGGETT, *Madison, Kansas*
ORPHEUM, *Wichita, Kansas*
VARSITY, *Lawrence, Kansas*
JAYHAWK, *Topeka, Kansas*
HORTON, *Horton, Kansas*
TRIEKATT, M. P., *Bird City, Kansas*
ORPHEUM, *Hannibal, Missouri*
BEYER, *Excelsior Springs, Missouri*
GEM, *Kansas City, Missouri*
WESTMORELAND, *Kansas City, Mo.*
ALLEN, *Maplewood, Missouri*
RIVOLI, *St. Joseph, Missouri*

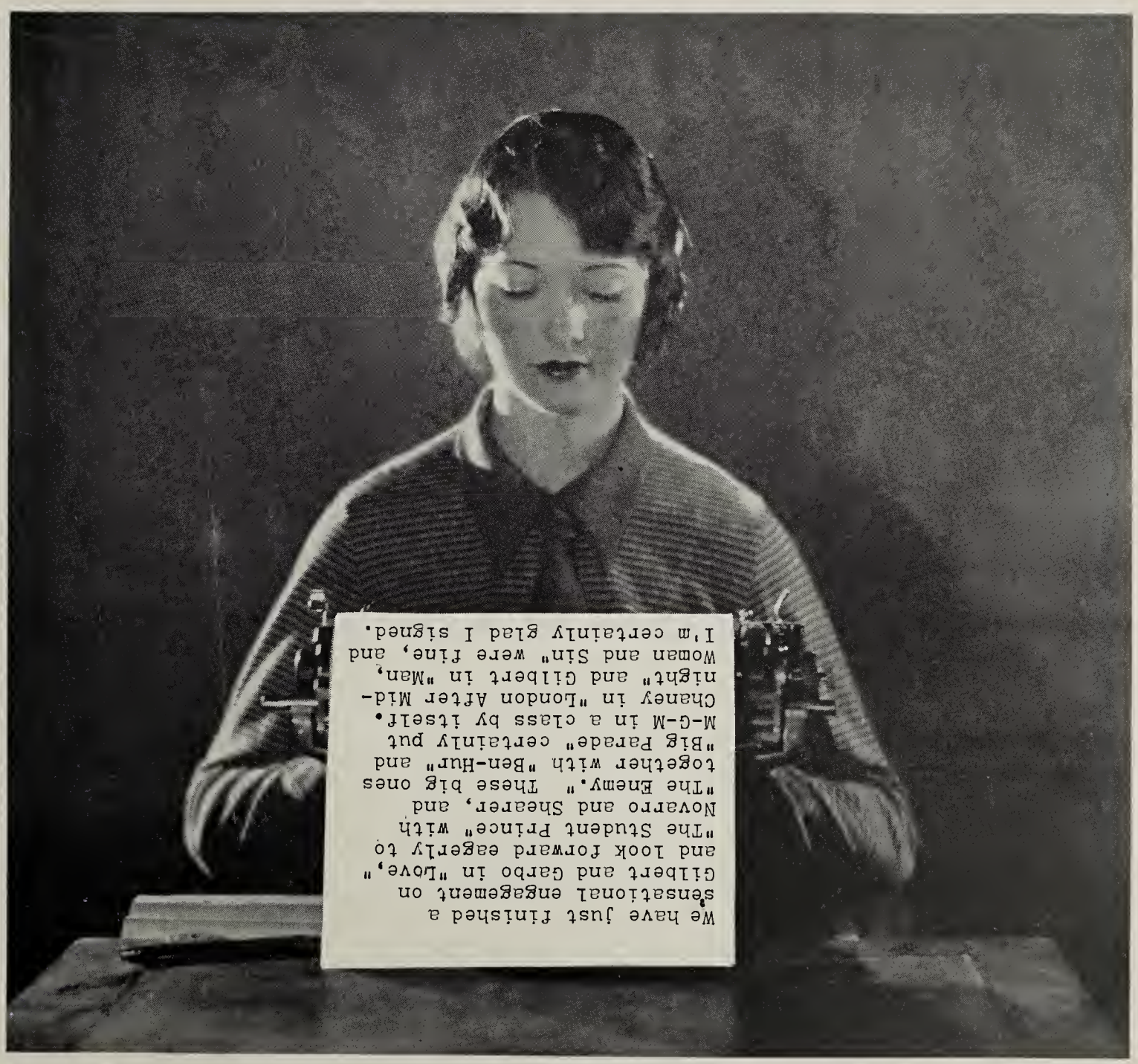
Nationally Organized for Sales and Service

ST. LOUIS, *St. Louis, Missouri*
GARRICK, *St. Louis, Missouri*
NEW GRAND CENTRAL, *St. Louis, Mo.*
MARKET AIRDOME, *St. Louis, Missouri*
RIVOLI, *St. Louis, Missouri*
STATE, *St. Louis, Missouri*
BALM, *St. Louis, Missouri*
MADRID, *Kansas City, Missouri*
ELECTRIC, *St. Joseph, Missouri*
ELECTRIC, *Joplin, Missouri*
AMBASSADOR, *St. Louis, Missouri*
BLAKE, *Webb City, Missouri*
NEW CENTER, *Kansas City, Missouri*
ORPHEUM, *Joplin, Missouri*
HIPPODROME, *Joplin, Missouri*
RIALTO, *St. Joseph, Missouri*
MARSHALL, *Maplewood, Missouri*
POWHATAN, *St. Louis, Missouri*
SOUTHAMPTON, *St. Louis, Missouri*
LAFAYETTE, *St. Louis, Missouri*
BROADWAY, *Council Bluffs, Iowa*
STRAND, *Ft. Madison, Iowa*
DALE GOLDIE. *Cherokee, Iowa*
COLONIAL, *Sioux Falls, South Dakota*
GRAND, *Mankato, Minn.*
HENNEPIN ORPHEUM, *Minneapolis, Minnesota*
METROPOLITAN OPERA HOUSE, *Minneapolis, Minnesota*
CARTER & GRAHAM, *St. Paul, Minnesota*

AMERICAN SEATING COMPANY - GENERAL OFFICES, 1005-B LYTTON BLDG., CHICAGO
MID-WESTERN SALES OFFICE — 210 WEST EIGHTH ST., KANSAS CITY, MO.

MOVIE AGE

Volume VI OMAHA, NEBR., JANUARY 21, 1928 Number 9



We have just finished a sensational engagement on Gilbert and Garbo in "Love," and look forward eagerly to "The Student Prince" with Novarro and Shearer, and "The Enemy." These big ones together with "Ben-Hur" and "Big Parade" certainly put M-G-M in a class by itself. Chaney in "London After Midnight" and Gilbert in "Man, Woman and Sin" were fine, and I'm certainly glad I signed.

A Business Magazine
for the Film Trade in Iowa and Nebraska

REGULAR FEATURES

Of Interest and Value to You

1. BOX OFFICE REPORTS—By Exhibitors Themselves.
2. WHAT THE PICTURE DID FIRST RUN—Detailed Release Reports.
3. CURRENT RELEASES—Weekly Release Schedules.
4. THE PICTURE GUIDE—Tips on New Pictures.
5. SHORT SUBJECTS—Spice of the Box Office.
6. NEWS BRIEFS—Big Events Briefly Told.
7. EXPLOITATION IDEAS—How to put the Picture Over.
8. MOVING ALONG MOVIE ROW—Personals of Local Interest.
9. EQUIPMENT NEWS—Constructive Information.

READ 'EM

---Every Week

In your HOME trade paper

EDITORIAL

LEO Meehan, FBO director, with a number of successes to his credit, has issued some of the most enlightening thoughts we have yet heard on production. His statements are of great interest to every one connected with this business. We are sorry that space does not permit the publishing of his five-page article verbatim, but we've tried to squeeze into this page the best paragraphs. It follows:

"It is, or has been, an acknowledged fact that motion pictures, on the whole, cost too much. This production expenditure, necessarily, is passed along to the exhibitor and by him to the public. Meanwhile, the exhibitor has built elaborate theatres, added expensive stage programs to his exhibitions—and these things all have increased the cost of seats to the general public from the lowly nickelodeon days to prices ranging anywhere from 25 cents to $2.

"At the outset, I inferred that pictures cost too much. And by that I mean the majority of pictures. I don't refer only to the great spectacles. These large productions, 'epics,' as they are proclaimed by prejudiced persons, do by their very nature in most cases, cost large sums. These films constitute tremendous risks, because many millions of dollars must be paid through the box offices of the world even to return the investments involved. If they do not meet with popular approval, and widespread popular approval, they inevitably lose money in a scale proportionate to the investment.

"I believe most firmly in the good judgment of the plain people. I believe that I am a better artist and a better business man (and a director must be both) if the great mass of the American people, living from Broadway, New York, to Broadway, Los Angeles, like my pictures, than if they are not approved by these people, but are praised by a few 'highbrows' of Manhattan and Hollywood. And so long as I make motion pictures which satisfy the great mass of American people, those whose money is invested in my pictures will realize a fair profit.

"Too many pictures bearing excessive costs are made, not with a thought of intriguing the interest of the masses. They are made in some instances, unfortunately, to pander to the baser instincts of people, whether they be of high or low station. The working man, the average fellow—and his wife and his children consume vastly greater quantities of bread than they do French pastry—which is no reflection on the qualities of either!

"A good picture must have two things, body and soul. In that it is like a good piece of tapestry, a good painting, or a good musical composition. The creation of its soul is a matter of the ability of its creators, from the director and star down to the property man, to put into it a part of their own souls, their own humanness.

"To illustrate my point: One of the finest pictures of the year is 'The Way of All Flesh.' Technically, it is produced according to the best standards of cinemaland. No expense was spared, and the best technical brains were employed. But that is not what made it a great, outstanding picture. It was the human quality of the story, plus the magnificient ability of Mr. Emil Jannings, the greatest of all living actors, to catch that elusive thing we call 'soul' and fix it with glorious genius into almost every foot of its seven or eight thousand feet of celluloid. There were camera tricks in this picture, but the spectator is so enthralled by the performance of Mr. Jannings that he does not see them. That is art, and good business. And, furthermore, it would still have been a great picture if the camera work and the technical mountings had been amateurish. For Jannings got to your heart, and the story got to your heart. The spectator laughs and weeps and loves and hates and pities. He comes out entertained and happy. He has not seen a picture; he has seen a bit of life.

"When movies have these qualities as a general rule, instead of exceptionally, then movies will make more profits because they will attract more people, oftener, into the cinema houses of the land, whether they be gilded and tapestried like the vast Paramount Theatre in New York, or like the old-fashioned opera house in Kendallville, Ind.

"This, then, is my answer to the question of costs. Movies are essentially and by their very nature entertainment for the masses. The masses include the erudite and the day laborer, they include God's children from 8 to 80. No one movie will interest them all, and no one part of any movie will interest them all—but some part of each commercially and artistically successful movie must give each and every one of them an emotional reaction which is genuine and sincere.

"No camera trick, no make-up trick, no magnificent set covering even a city square, no art of the director or of the actor, no dollar of the producer's money, is worth one 5-cent piece unless it is deliberately and sincerely and honestly calculated to appeal to the humanness of people.

"A few days ago I saw a pre-view of what I believe is one of the finest pictures ever made. It cost more than $2,000,000. In my opinion this is a million more than it could have been made for. But despite this, it has these qualities which I believe are necessary, and there is little doubt but that the public will pay back the investment and a profit. When all pictures are made with this idea in view, the costs will find their proper level automatically. Then the bankers, the producers, the exhibitors and the public all will be satisfied with the world's most popular form of entertainment."

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285

E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386

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First National Month Strong in This Territory

At the end of the opening week of First National Month, the Omaha, Salt Lake City and San Francisco exchanges had won first, second and third places in the order named. Omaha won the proud distinction of coming within sight of doubling her quota. Enviable records were made by a large number of the branch offices.

Cleveland, Toronto, Vancouver, Kansas City, Portland, St. Louis and Denver followed the three leaders in the order named.

First National Month got off with flying colors the majority of the exchanges passing their quotas by good margins, some by unusually big ones. There will be plenty of time in the remaining weeks of First National Month for exchanges near the bottom of the list to forge up to the top.

Gene Huse Buys the Old Pioneer at Norfolk

Gene Huse, of Norfolk, Nebr., has bought the old Pioneer Theatre from Herbert Bluchell and rechristened it the Auditorium. The interior of the house has been completely redecorated, and a beautiful chandelier is an outstanding feature of the new improvements.

The policy, under the management of O. W. Moldanhaur, will include high class vaudeville and first run pictures with three changes weekly. Mr. Huse is publisher of the Norfolk Daily News.

Davie Comes to Omaha As Universal Manager

Charles Davie, of Detroit, has been named manager of the Universal branch exchange at Omaha, according to word from the Michigan city. For the past three years he has been city salesman for Universal in Detroit.

Mr. Davie was a pioneer in the Michigan territory, having at one time been the owner of the old Metro franchise. Later he was associated with other distributors in various capacities, having entered the employ of Universal four years ago in another territory. Later he was transferred back to Detroit.

Mr. Davie was regarded as one of the most popular men in the film trade in Michigan. He succeeds H. J. Chapman, who has been transferred to the Kansas City office of Universal where he will do special sales work.

M. Van Praag, the new director for the western division of Universal, is taking the place of H. M. Herbel, who is now branch manager of the Chicago exchange. His headquarters are in New York.

Upon the arrival of the new executive Mr. Van Praag was host to the entire personnel of the Omaha branch at a luncheon at the Ad-Sell restaurant Saturday, to introduce Mr. Davie to the staff. Announcement was also made of the promotion of C. P. Nedley, former booker, to the post of assistant manager. Mr. Van Praag proved to be a very interesting speaker and a most gracious host. Both the new executives received a warm welcome from their new friends.

William Schroeder, exhibitor of Wallace, Nebr., is building a new 350-seat house. The new theatre will be arranged so the seats can be removed and the house can be used for dances.

WHO'S WHO IN LOCAL FILM CIRCLES

The youngest executive of the entire Fox Film corporation organization is located in Omaha. He is Harry Melcher who is manager of the Omaha branch office.

Harry was born and raised in Omaha. He attended Northwestern university for a while, but returned to Omaha and became connected with Elmer Tilton, one of the first men to own a film distributing company in Omaha. Under Tilton, Melcher sold Robinson Cole productions.

Harry Melcher

As the film business advanced men of Melcher's experience became in demand and he connected with Vitagraph company. Shortly after he became feature sales manager for Pathe. When the Hodkinson Film company opened headquarters in Omaha, Melcher was put in charge of that office, where he remained until the branch was discontinued.

Harry's next position was with William Fox in 1925, where he started selling film. About a year ago he was promoted to manager, which office he still holds. Harry is a man of a very quiet and even tempered disposition, calm and pleasant, and a cracker-jack of a salesman. When he is working hardest he appears the calmest, in fact it is impossible to ruffle him at all. That is possibly the secret of his pleasing personality.

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Mr. and Mrs. N. C. Rice, of Algona, spent several days in Des Moines last week. Mrs. Rice recently suffered a serious fracture of the ankle and was here for examination and treatment. Mr. Rice was local exchange manager for FBO up until about a year ago.

* * *

C. E. Williams of Omaha, president of Nebraska Motion Picture Theatre Owners, was in Des Moines last Thursday visiting his many friends in this city. Charlie spends much of his time in the interests of the independent theatre owner but gets a big kick out of it himself when he is able to perform a service for his fellow exhibitor.

* * *

F. D. Wallace, cashier for Universal, fell on the ice a few days ago and sprained an angle so seriously that he was not able to be at his desk for several days. He was able to get back on the job again the last of the week.

* * *

J. C. Collins, formerly of the Rex Theatre at Perry, recently returned with his family from an extended trip to California. Mr. Collins is working for Columbia in Iowa territory and has moved his family to Des Moines.

* * *

A. H. Blank and Jesse W. Denman roeturned Saturday from an extended business trip to New York City.

* * *

Wesley Mansfield, of Tama, spent Monday in Des Moines transacting business at the exchanges. Mr. Mansfield operates the theatres at Belle Plaine, Toledo and Tama. He is a live wire and keeps well posted on everything connected with the business.

* * *

Jake Cohen, of the Capitol and Strand theatres at Ottumwa, was in Des Moines Monday on business. Jake says old lady luck has deserted him, as he had quite a bad fire at the Capitol destroying several reels of film and damaging his machines so badly they had to be replaced. The same week his car was stolen, and what was still worse, the insurance company found it for him. So much bad luck in one week was a little hard on Jake's nerves, but business is good and it will soon all be forgotten.

* * *

Sherm Fitch, formerly manager for FBO at Omaha, now district manager for that company, was in Des Moines Sunday and Monday. Sherm's promotion gives him charge of the Des Moines, Omaha and Sioux Falls offices and his many fiends at Des Moines are much pleased with the news of his advancement. He is a popular fellow whether at work or play and is a success at both.

* * *

Lorenz Wagener, manager of the Rialto Theatre at Fort Dodge, spent several days in Chicago last week, studying the theatre business as it is done in the big city. Mr. Wagener has been advancing rapidly in his chosen work and is making a valuable man for the A. H. Blank organization.

Complain Over Damaged Films and Late Returns

Des Moines film exchanges are complaining a lot because of damaged film and late returns of shows after using. The managers are preparing several cases to be presented to the arbitration board at the next meeting on January 23.

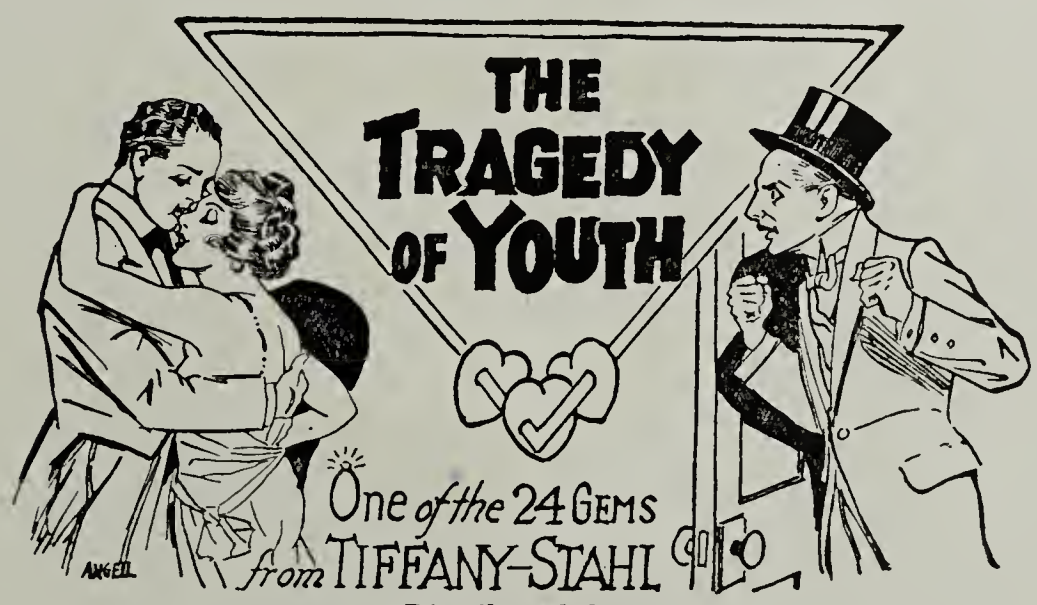
The exchanges no doubt suffer considerable from these two causes and theatre owners should eliminate the difficulty if possible.. Late shipments are usually caused because the operator or house man has not been properly instructed about how to handle return shipments. Unless some system is used mistakes are sure to occur. The damaging of film is as a rule not excusable. If operators are supplied with such repairs as they may need and instructed to keep their machines in perfect condition, very little film will be damaged.

It is difficult for a board of arbitration to get positive proof as to the responsibility in these cases and some fair rule should be devised to make decisions satisfactory to both parties. The Des Moines board is trying to plan some method whereby these cases may be simplified and eventually eliminated.

Five Iowa Wesco Houses Put in Receiver's Hands

Five Iowa houses formerly owned by the Frank Amusement Company, Inc., of Waterloo, and recently merged with West Coast Theatres, Inc., were closed January 15 and a receiver appointed for the company. The five houses include the Plaza and Rialto at Waterloo, the Isis and Majestic at Cedar Rapids and the Orpheum at Clinton.

Jack Retlaw, who has been managing the business for the West Coast since they took over the theatres, made the announcement that the theatres would soon be re-opened under new management.



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Brandt in Open Letter Says Over-Production is Ruinous

Columbia Pictures Head Declares Producers and Exhibitors Alike Suffering From Flood of Poorly Made Films

By JOE BRANDT
President of Columbia Pictures Corp.

What are you going to do about protecting the millions invested in motion picture theatres?

Don't you honestly believe that if every production company were to take immediate steps to reduce the number of pictures it is making, and put just as much money and energy into making less pictures, the resultant product would be much better than that which is now being produced?

You certainly must know that the motion picture industry is suffering from the evils of over-production.

Prominent theatre managers have told me that they are compelled to turn down good box-office pictures that would please their patrons and show a profit to the stockholders, because under the present system their hands are tied. They are forced to run poor pictures made by producers who are more interested in quantity than in quality. The net result to these theatre-owners is loss of prestige, patronage and profits.

You certainly must agree with me when I say that the only theatres that can hope to show real profits are those in a position to select good pictures from among all the product offered every season—and reject the bad ones.

No theatre-owner has the right to betray the public trust by running a bad picture when he has the choice of playing better ones.

Money alone doesn't make pictures. It takes brain-power.

When you drive that brain-power to working overtime, there can be but one result—mediocrity.

Most poor pictures are in that class because there hasn't been enough time given to story development, casting, direction, and other necessary details.

Why should millions of dollars continue to be wasted every year in the making of so many pictures? By concentrating on fewer pictures the quality could be vastly improved.

What is more important, theatre-owners would willingly pay more for fewer good pictures.

I am thoroughly convinced that a decreased production schedule for the industry will work out for the constructive good and best interests of every factor in it.

We are ready to make "Better Pictures"—the policy for the coming season.

What are you producers going to do about it?

The open letter from Mr. Brandt opens up one of the most vital subjects in the motion picture industry and is worthy of the careful study of every exhibitor in the country, as well as producers. So far as the exhibitors are concerned, probably the best way for them to get good pictures is to suggest, or even demand, that they be supplied with fewer productions and of a quality that means money at the box office. There is little doubt that producers will listen, if the exhibitors voice themselves sufficiently on this problem.—Editor.

Twenty-two Years Ago Carl Laemmle Started

February 24 of every year marks an anniversary in the moving picture business. Twenty-two years ago on that date, Carl Laemmle opened his first theatre, the White Front, on Milwaukee avenue in Chicago.

The prominent figures who have spent 22 years in the moving picture business can be counted now on the fingers of one hand. Of the ambitious, adventurous and imaginative coterie of men with sufficient vision to see a life career in the flickering images on the screen and a satisfactory amusement for America's millions of entertainment seekers, fully 99 per cent have passed to their reward or fallen by the wayside. Compared to them, the little corps of Laemmle, Fox, Murdoch, Rowland, men who were at the heads of their own enterprises as they are today, looks like the veterans of the "Charge of the Light Brigade." Kline, Thannhouser, Marion, Aitken, Kessell, Bauman, Dintenfass, Horsley, Freuler and Kennedy, names all-powerful in their day, have nothing to say today in the councils of the moving pictures; and Swanson, Lubin, Long, Rock, Ince and Loew are dead.

Carl Laemmle came to America in 1884, with fifty dollars in his pocket. It was twenty-two years before the sight of his first moving picture theatre inspired in him the desire and determination to make that his life work. So strong was this conviction that he took his entire life savings, less than $4,000, resigned from the management of the Continental Clothing store in Oshkosh, where he had a sure thing, and put this little nest egg and his own future into such a problematical venture as the moving picture business was at that time.

CARL LAEMMLE

Norma Shearer in First M-G-M 1928 Production

The first picture to go into production in 1928 at the Metro-Goldwyn-Mayer studio is Norma Shearer's "The Actress," an adaptation of Pinero's famous play, "Trelawney of the Wells."

The cast was completed with the addition of O. P. Heggie, noted character actor who will have the role played on the stage, in the recent all-star revival of "Trelawney," by John Drew.

A notable supporting cast has been selected for "The Actress," including Ralph Forbes, who is now scoring a great hit opposite Lillian Gish in "The Enemy," in the masculine lead, Owen Moore, Gwen Lee, Roy D'Arcy, Virginia Pearson, Lee Moran, William Humphrey, Effie Ellsler, Margaret Seddon, Cyril Chadwick and Andree Tourneur.

Hamilton in "The Patriot"

Following his work in "The Showdown," George Bancroft's first starring picture, Neil Hamilton will play the role of the crown prince in "The Patriot," Emil Jannings' next Paramount picture, now being filmed under the direction of Ernst Lubitsch.

Gotham Planning Group Of Independent Theatres To Produce Co-Operatively

Sam Sax, president of Gotham Productions, is planning a national circuit of independent motion picture houses, affiliated for production of pictures on a co-operative basis. The plan is based upon the lines of the original First National organization.

"The idea has been proven to be economically sound," states Mr. Sax, "as it insures the theatre owner a suply of pictures of a calibre which he himself determines and it insures the producer an adequate outlet for his product."

F. T. C. Ruling Soon In Paramount Case

Action in the near future will be taken by the Federal Trade Commission in the Paramount case, Rep. Clarence MacGregor, of New York, was advised in answer to his inquiry as to whether anything is being done in the matter.

The commission still has before it for consideration a plan for "compliance with its order as submitted," the congressman was advised.

Paramount's proposal has now been before the commission for approximately three months, having been submitted shortly after the conclusion of the Trade Practice Conference held in New York early in October. The order of the commission was issued July 9, 1927.

Probe of Keith-Albee Orpheum Merger Rumored

Admitting that investigation of the proposed merger of Keith-Albee and Orpheum interests was started when it became known that such a deal was pending, Washington officials of the Department of Justice have denied that any order had been issued which would tend to halt the deal.

However, no comment was made as to whether a hint had been dropped that amalgamation would not meet with the approval of Federal officias, a method which has been used in the past when combinations were proposed in good faith but having elements which might later subject them to official scrutiny.

It is not now the policy of the government to permit sponsors of such plans to go ahead with their deals and then make a case, but, rather, to save time and embarrassment where possible, by pointing out that violations of law might later be seen.

President Woodhull Urges Support of Brookhart Bill

Head of Motion Pictures Theatre Owners of America, in Prepared Statement, Favors United Action of Exhibitors

President R. F. ("Pete") Woodhull, of the Motion Picture Theatre Owners of America, in the following statement urges the exhibitors of the country to give their support to the Brookhart bill before Congress, prohibiting unrestricted block booking and placing its enforcement with the Federal Trade Commission:

In the consideration of the Brookhart bill, as in other public situations affect ing the motion picture industry, it has always been my policy to give careful consideration to every phase before making a declaration.

This bill is national in scope and will profoundly affect the entire industry. Theatre owners who have devoted unlimited time and energy to the advancement of their business and who have given great study to its many uncertainties nationally want to give careful consideration to any move of this character before taking a position from which they will not be able to recede.

In the Motion Picture Theatre Owners of America my worthy predecessors in office and myself have always counselled the most careful consideration of vital propositions and we have consistently refused to be stampeded into lines of procedure without weighing the different elements carefully.

The Motion Picture Theatre Owners of America is a national organization and is obliged under all the rules of fair procedure to consider all situations in a national way. Accordingly, national officers with whom I discussed this proposition agreed with me that aside from any general consideration we would give this measure that we should ascertain directly from the author of the bill just what he believed it would accomplish if passed.

Secretary M. J. O'Toole went to Washington and called on Senator Brookhart and discussed the bill with him. The senator said that certain exhibitors in his own state of Iowa and others talked with him about the matter, having special reference to the action of the Federal Trade Commission on the question of block booking and the order from that body to one of the producing and distributing companies to "cease and desist."

He said he had given considerable attention to the farmers' situation with respect to trade matters and that others had recently enlisted his aid as a senator for another line of business and that this bill referring to motion pictures was in line with his general policy to try to promote and advance equitable trade relations in all lines of endeavor.

The matter of federal regulation as applied to the motion picture business was brought to the attention of the senator and the danger of bringing this medium of expression within the control of political agencies was suggested. He said that he believed this could be obviated, but that he felt the way to handle the proposed law would be through the Federal Trade Commission or some such governmental agency.

That compulsory block booking is a trade evil in the motion picture industry which should be wiped out is a fact upon which all unaffiliated exhibitors will surely agree. If it can be done through the Brookhart bill, and Senator Brookhart expressed the belief that it can be done that way, of course the proper thing to do is to pass the bill.

Therefore my conclusion in a sentence is: **If we can obviate any danger to our business which may come through Federal regulation, then let us work unitedly for the passage of the bill.** Senator Brookhart said he believed he could procure a hearing by the interstate commerce committee of the Senate on or about January 16. If the Walsh public utility measure which has precedence, he said, could be placed in the hands of a special committee or subcommittee then the block booking bill would get the right of way. If not, it would of necessity be deferred until a later date.

We should prepare for the hearing in a manner which will enable us to present the most effective argument in its favor. Members of Congress in general and especially the experienced lawmakers who are on the interstate commerce committee of the Senate want only facts and conclusions. Therefore any move by the Motion Picture Theatre Owners of America, and we hope this will be fully concurred in by exhibitors generally and all in favor of the Brookhart bill, is to approach this situation in Washington seriously and understandingly.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING JANUARY 14

MOON

Spoilers of the West, Tim McCoy, Marjorie Daw.

BUSINESS: Fine.

AUDIENCE REACTION: Always pleased with McCoy.

SUMMARY: A tale of the efforts of the army officers to keep within the terms of the Laramie treaty, which is repeatedly violated by white trappers slaughtering the western Indians' game for the fur markets. Marjorie Daw is the owner of an illegal fur post.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

American Beauty, Billie Dove, Lloyd Hughes.

BUSINESS: Good.

AUDIENCE REACTION: Very well pleased.

SUMMARY: From Wallace Irwin's Saturday Evening Post story of a beautiful American girl who gives up her millionaire suitor for the love of a struggling young mining engineer. Full of humorous situations.

ENTERTAINMENT MERITS: 75 per cent.

SUN

Love, (M-G-M), John Gilbert, Greta Garbo.

BUSINESS: Very good.

AUDIENCE REACTION: Generally well pleased.

SUMMARY: From Tolstoi's novel "Anna Karenina." Deals with a woman's sacrifice for the love of an officer under the command of her husband in the Russian army.

ENTERTAINMENT MERITS: 90 per cent.

RIALTO

Valley of the Giants (First National), Milton Sills, Doris Kenyon.

BUSINESS: Very good.

AUDIENCE REACTION: Very well taken.

SUMMARY: California is again the romantic background, this time for the rivairy between two lumber barons in the valley of the big trees.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

Beau Sabreur, (Paramount), Gary Cooper, Evelyn Brent.

BUSINESS: Fair.

AUDIENCE REACTION: Pleased

SUMMARY: A sequel to Beau Geste. Cooper is a young officer in the French secret service. Miss Brent is the American whom he meets in the desert. Noah Beery offers the comedy in the role of a sheik.

ENTERTAINMENT MERITS: 85 per cent.

WORLD

Tea for Three, Lew Cody, Owen Moore, Aileen Pringle.

BUSINESS: Very good.

AUDIENCE REACTION: Appealed to all.

SUMMARY: A humorous triangle affair with Lew Cody in a different role as the virtuous husband seeking to protect his wife from the attention of a gay bachelor. A comedy drama of sophisticated farce.

ENTERTAINMENT MERITS: 80 per cent.

AT DES MOINES THEATRES WEEK ENDING JANUARY 14

CAPITOL

West Point, (Metro-Goldwyn), William Haines.

BUSINESS: Excellent.

AUDIENCE REACTION: Very favorable.

SUMMARY: The biggest and best thing Haines has ever done. Excellent story, supporting cast good an dvery entertaining.

ENTERTAINMENT MERITS: 90 per cent.

DES MOINES

Beau Sabreur, (Paramount), Gary Cooper.

BUSINESS: Very good.

AUDIENCE REACTION: Favorable.

SUMMARY: Many desert scenes, several big fights and a few love scenes that make the picture fairly entertaining.

ENTERTAINMENT MERITS: 75 per cent.

ORPHEUM

The Irresistible Lover, (Universal), Norman Kerry, Lois Moran.

BUSINESS: Excellent.

AUDIENCE REACTION: Favorable.

SUMMARY: Kerry is very attractive and puts the picture over by his fine acting. The cast is good and the comedy excellent.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

The Tigress, (Columbia), Jack Holt.

BUSINESS: Fair.

AUDIENCE REACTION: Good.

SUMMARY: A romance filled with color and action. Dorothy Revier and Esther Ralston add much to the picture by their good work.

ENTERTAINMENT MERITS: 80 per cent.

CURRENT RELEASES

(Week of January 22, 1928)

EDUCATIONAL

Draggin' the Dragon, Felix, (1).
Wildcat Valley, Johnny Arthur, (2).

FBO

Coney Island, Lois Wilson, (7).
Driftin' Sands, Bob Steele, (5).
Mickey in School, Mickey McGuire, (2).
A Social Error, Al Cooke, (2).
Dead Man's Curve, Douglas Fairbanks, Jr., (7).
Newslaffs, No. 11, (1).

FOX

Lords of the Back Fence, Variety (1).

FIRST NATIONAL

Sailors' Wives, Mary Astor, (7).

METRO- GOLDWYN

All For Nothing, Charley Chase, (2).
Lady of the Victories, Great Event, (1).
Baby Mine, George Arthur-Karl Dane, (6).
Law of the Range, Tim McCoy, (6).

PARAMOUNT

The Last Command, Emil Jannings, (8).
Pioneer Scout, Fred Thomson, (6).
Fighting Fannies, Christie, (2).
Ko Ko's Krazy Korner, (1).

PATHE

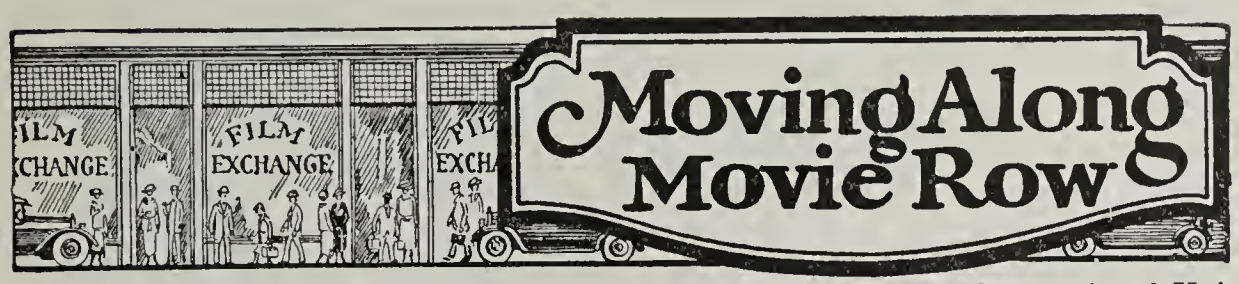
The Man Without a Face, No. 2, (2).
Boy Friend, Aesop Fables, (1).
The Leopard Lady, Jacqueline Logan, (6).
What Price Beauty, Nita Naldi, (5).
Boss of Rustlers' Roost, Don Coleman, (5).
Beach Club, Sennett, (2).
Family Frolics, Grantland Rice, (1).

TIFFANY

A Woman Against the World, Gertrude Olmstead, (7).

UNIVERSAL

Alias the Deacon, Jean Hersholt, (7).
Neck 'N Neck, Oswald, (1).
Any Old Count, Andy Gump, (2).
High Flyin' George, (2).
Wolves of the Range, Fred Gilman, (2).



Mayer Monsky of the Blizzard Fan Co. has opened up a new poster exchange in the heart of film row. Jack Weinberg, who has had several years' experience in that line, will represent the exchange on the road. Morris OKun, an eligible young artist, will handle the advertising and art departments.

* * *

J. L. Daley, home office booker for Fox, will spend about three weeks at the Omaha branch office.

* * *

Mr. Greenblatt, Universal salesman, is spending two weeks in a trip to New York. He will stop at Chicago and Pittsburgh on the way. This trip is Mr. Greenblatt's much delayed vacation.

* * *

Mayer Monsky of the Blizzard Fan Co. and Fred Largen, the inventor of the Blizzard Fan, attended the National Theatre Supply convention at Chicago.

* * *

Hyman Novtisky, Pathe salesman, was in an auto accident near Grand Island recently and suffered a fractured hip. He will be on the sick list for a while yet.

* * *

J. D. Hill, Pathe district manager, after visiting the Omaha branch for several days, left for Kansas City.

Al Garner, formerly of Washington, D. C., is now with the Universal sales force at Omaha. Bob Greenblatt has been promoted to special representative.

* * *

Harry Milstein and George Naylor are spending two weeks assisting the new branch manager, Charles Davie of Universal.

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

	Won	Lost
Metro-Goldwyn-Mayer	27	15
United Artists	26	16
FBO-Warner-Liberty	24	18
Paramount	23	19
Pathe	16	26

INDIVIDUAL AVERAGES

Comer	186	Williams	143
Gorham	177	Connors	143
Hensler	176	Harms	143
Cross	172	M. Monsky	143
Phillips	169	Strickland	138
Morrison	162	Von Dollan	138
Doherty	158	Branson	138
Danke	158	Malchaw	135
Weitz	157	Trent	134
Bierman	155	McCool	132
P. Monsky	155	Mitchell	130
Barker	155	Okum	130
McLucas	154	Fischer	130
Fridell	153	Diamond	126
Stolte	152	Nedley	129
Fletcher	151	Wilson	119
Nightingale	151	Anderson	118
Fangman	150	McLean	115
Booth	145		

High three games—Comer 661
High single game—Cross 255

LADIES FILM LEAGUE

Teams	P.	W.	L.	Pins	Pct.
Fox	30	24	6	12265	800
FBO	30	17	13	10535	567
M-G-M	30	15	15	11215	500
Warner-Uni	30	4	27	10195	133

INDIVIDUAL AVERAGES

Cross	142	Barta	82
Casper	130	Wood	81
Phillips	116	Molseed	79
Gillen	107	Palmer	78
Blesh	104	Nepodal	78
Anderson	101	Thortson	78
Foley	98	Miller	77
Frankson	95	Trent	75
Caughey	95	Peterson	70
Gilchrest	87	Green	65
Lonergan	87	Perrine	60

Pathe was Pathe-tic last Monday bowling against United Artists. High man was only 453 and Fletcher is his name

* * *

Stolte is sure hard to get angry. He started out with 117 and only showed a small improvement each of the following two games and finished with a smile. Art, your smile and Hengler's bowling would sure make a nice combination.

* * *

McLucas started out like a whirlwind with 191, but either got tired or else had no opposition. At that Mac was second high with 482 against Gorham's with 498.

* * *

FBO-Warner have trouble beating all the teams with the exception of Metro. They have beaten Metro every time two games, but have lost the third each time.

* * *

There were only two 500 totals, all others were in the 400 or less class. Comer had 558 and Hensler 548.

* * *

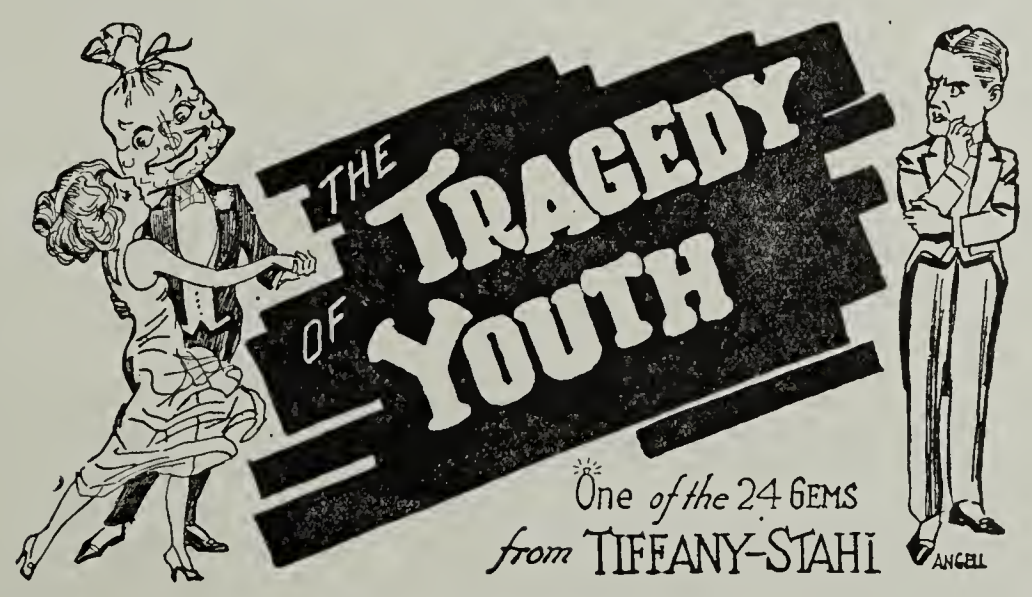
If Hensler had started on Doherty earlier in the evening, no doubt Mickey would have done much better. During the ride Mickey got 184, but the first two games were 110 and 130.

* * *

All had the pleasure again of seeing Charlie Williams bowl, and his presence alone makes things interesting. If we could turn back a few years Charlie would give the best an evening's workout. Try and get around more oftener, Charlie.

* * *

The weaker sex have been getting stronger every year, but to think they would beat the men at their own game. The girls took the Paramount boys to a real cleaning last Sunday, beating them by over 200 pins in three games. Better stay down to the Elks, Famous Players.



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N-E-W-S B-R-I-E-F-S

Merna Kennedy, Charlie Chaplin's leading lady in "The Circus," will play opposite the comedian in his next comedy, "Nowhere," on which he is now preparing. "The Circus," presents Miss Kennedy in her first film role. Previously she was in musical comedy.

* * *

Scott Mattrow, who plays the part of a sixteenth century inn keeper in the next Vilma Banky-Ronald Colman production for United Artists, is 64 inches around the waist. He is said to be as fat around the waist as he is tall.

* * *

Sketches made of Sinagapore's waterfront in 1850 by a sailor are the basis of the architectural designs of a huge setting which will be used in the filming of "China-Bound," M-G-M's coming production starring Ramon Novarro.

* * *

"That Certain Thing," is Columbia's first January release. The cast includes Viola Dana and Ralph Graves.

* * *

Eddie Southerland, director of "Tillie's Punctured Romance," has announced that the comedy will not exceed 6,000 feet in length. The release date has been set for February 18.

* * *

Charlie Chaplin will begin work on the story of Napoleon Bonaparte in April. The story is to be written, directed, and produced by the comedian. It will be of a serious nature as it is an undertaking which he has had ambitions to perform for many years. He is seeking a man to portray the role of the famous general.

* * *

Plans are under way to construct the largest picture house in the world in London. It will seat 6,300.

* * *

Rayart has completed three more special productions. They are "The Heart of Broadway," "You Can't Beat the Law," and "The Law and the Man."

* * *

"The Passionate Adventure," has been selected as the final title for the next Banky-Colman picture for United Artists. It is adapted from the novel, "Leatherface."

* * *

Monte Blue has signed another long-term contract with Warner Brothers. His recent contract just expired. He will make one picture for Metro-Goldwyn, "Southern Skies."

* * *

Harold Lloyd plans to make two pictures in 1928. The first, "Speedy," will be released by Easter, and the second will be ready by October.

* * *

The Paramount Theatre Medal of Honor and a check for $10,000 has been awarded to Josef Von Sternberg, director of "Underworld," which was proclaimed the outstanding picture shown at the Paramount during 1927. The second prize of $5,000 went to Clarence Badger for the direction of "It." The third went to Maurice Stiller for "Hotel Imperial."

* * *

Foreign-born residents of Washington, D. C. are being taught American customs and ideals through the moving picture.

* * *

First National plans to spend a half-million dollars on studio improvements in the near future.

* * *

Dorothy Arzner, noted Paramount director, has been borrowed by M-G-M to direct Lew Cody's next starring picture.

* * *

Frank Marion, contract player under De Mille, conducts a business along with his screen acting. He operates three hot dog stands in Hollywood and Culver City.

* * *

An unknown cowboy walked onto the Fox lot last week and asked for a job. The casting director took a screen test and put him under contract. Although his name is Jim Ryan, his screen name will be Rex King.

* * *

Corrine Griffith has decided to put her income into the business world. She recently organized the Corrine Griffith Real Estate Company, incorporated for $1,000,000.

* * *

An actor's association to replace Actors' Equity is being organized on the Coast. The new body willl plan to be the recognized actors association in the films. Although many prominent players are behind the move, there are many who oppose it.

* * *

Kathryn McGuire has changed her name to Kathryn Landy, following her recent marriage to George Landy, screen press agent.

* * *

Snookums, Universal's 3½-year-old comedy star, is reported to be ill with pneumonia. His real name is Lawrence McKeen.

* * *

Kittie Howard, one of the original members of the famed Floradora Sextette, worked as an extra in "Hot Heels," The Glen Tryon comedy just completed at Universal City.

* * *

Mack Sennett's independent comedy, "The Goodbye Kiss," soon will be ready for release. Sennett produced this independently and will not be part of the Pathe program. It features his latest discovery, Sally Eilers, and will be about 10 reels in length.

* * *

Ferenc Molnar, noted Hungarian playwright, has been acquired by Paramount to write a series of five stories.

* * *

Ruby McCoy, famous as the red-haired cigarette girl in the Montmarte, Hollywood's own motion picture cafe, has been signed to play principal feminine roles in Educational comedies. Her first appearance will be in "Green-Eyed Love."

* * *

Alexander Korda, director of "The Private Life of Helen of Troy," will direct Billie Dove in "The Yellow Lily."

* * *

Adolphe Menjou's current Paramount production, now in production under the title of "Captain Ferreol," has been changed to "Code of Honor."

* * *

Monty Banks left last week for England where he will make a comedy for an English company.

* * *

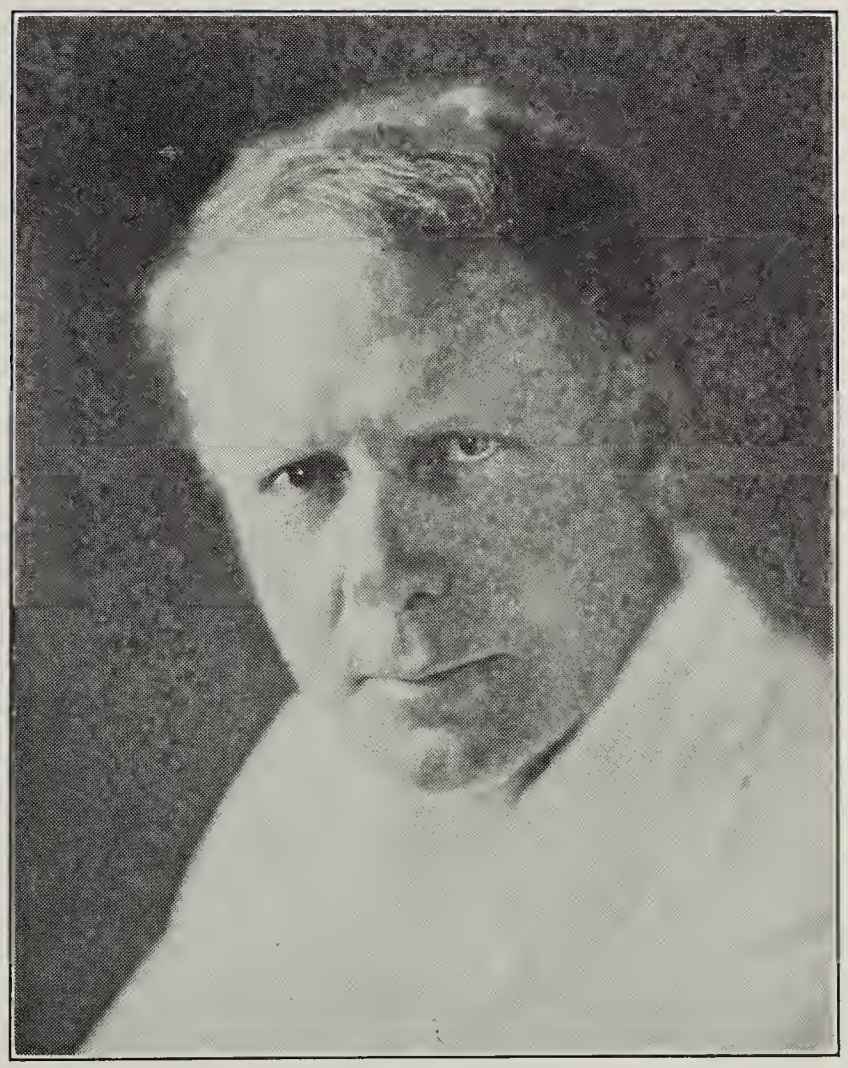
"Harold Teen," the well known comic strip, went into production at the First National studios, last week.

Fatty Arbuckle to Return

Roscoe (Fatty) Arbuckle is planning a return to the screen upon completion of his present tour over the Loew circuit, which will be around May 15. The comedian has announced an offer of $5,000 for a suitable comedy vehicle. The picture will be made on the Coast.

PICTURE NEWS

TOLD IN PICTURES



RALPH LEWIS

Ever since "The Birth of a Nation" Ralph Lewis has been steadily climbing the ladder of fame. His performance in Rayart's railroad melodrama, "Casey Jones," is one of the best of his long line of successes.

Carmel Myers and Edouard Raquello in "The Girl from Rio," a current Gotham hit.

Marie Prevost, who appears in "On to Reno," just completed and which was directed by James Cruze. Miss Prevost has been very active of late in a number of sophisticated farces.

A tense scene showing Dorothy Revier and Norman Trevor in the Columbia Pictures production, "The Siren."

Do any of these youngsters resemble popular screen stars? Try to pick them out. Here are the sons of Hollywood luminaries appearing in "Young Hollywood," a Pathe short feature.

Tom Tyler, FBO Western star, now playing in his latest picture, "When the Law Rides."

Percy Marmont and Mae Busch in "San Francisco Nights," a Gotham production.

Phyllis Haver and Victor Varconi, both starring in "Chicago," which seems to have settled down for a long run on Broadway.

Scene from "The Tigress," one of the new Columbia pictures starring Jack Holt, with Dorothy Revier in the title role. Dorothy seems to be real serious about this.

Rod LaRocque and Lupe Velez, both appearing in "Stand and Deliver," a Pathe-DeMille feature. They are the couple at the left, with either one of which the opposite sex would trade places.

The real powers-that-be of M-G-M. The executives pictured are Felix Feist, general sales manager; Nicholas M. Schenck, vice-president in charge of distribution and acting head of the Loew theatrical interests; Louis B. Mayer, vice-president in charge of production and J. Robert Rubin, vice-president and counsel for Metro.

Jean Hersholt, now admittedly one of the screen's great character actors. One of his last big roles was in "The Student Prince."

The only kind of dumb bells the Christie Beauty Squad likes are those shown. This particular bevy at the right appeared in a Billy Dooley comedy, released by Educational.

The PICTURE GUIDE

Little Tips on New Pictures

West Point

Distributed by Metro-Goldwyn.
STAR: William Haines.
SUPPORT: Joan Crawford.
TYPE: West Point romance.
TIME: Present.
LOCALE: West Point.
LENGTH: 7 reels.

SYNOPSIS: Bruce Wayne is a spoiled young fellow who gets an appointment to West Point. On the boat he meets Betty Channing to whom he takes a great liking. Dicipline and drilling become a grudge to him and he soon finds himself a hated student by the cadets. He holds a particular dislike to Speery, his superior, who also is in love with Betty. He tries to resign but is turned down. After getting deeper into trouble he is surprised to learn that he is to be sent to Chicago to play in the Army-Navy game. With the Army losing Wayne realizes that he really loves West Point and that he has acted like a coward. He goes into the game and with a broken hand he makes the winning touchdown. He is proclaimed a hero by everyone, including Betty.

HIGHLIGHTS: West Point scenes, the football game.

Silk Legs

Distributed by Fox.
STAR: Madge Bellamy.
SUPPORT: James Hall.
TYPE: Light comedy.
TIME: Present.
LOCALE: American city.
LENGTH: 6 reels.

SYNOPSIS: Ruth Stevens sales representative for a silk hose company, is fighting a losing battle with Phil Barker, salesman for a rival concern. Phil uses flattery to "get over" with the women buyers and is usually successful. Ruth manages to vamp Ezra Fulton, buyer for a big concern, but Phil arranges an exhibition of his line of hosiery and gets old Ezra to attend, as there are plenty of girls there to keep the old boy company. Ruth, refusing to be out-done, invades the exhibition with her own line of hosiery, and puts over the deal for her own company. Of course, this continual contact with Phil causes the boy to fall in love with Ruth. Ezra turns out to be not a girl-chaser at all. He was showing his interest in Ruth because she reminded him of his dead daughter. All ends happily.

HIGHLIGHTS: The hosiery display, comedy sequences.

Two Flaming Youths

Distributed by Paramount.
STARS: W. C. Fields, Chester Conklin.
SUPPORT: Mary Brian.
Type: Farce comedy.
TIME: Present.
LOCALE: A small town.
LENGTH: 6 reels.

SYNOPSIS: Gabby Gilfoil's circus goes broke, so he and his daughter and the side show performers hit the trail. The car breaks down in a small town and Tony Holden, owner of a tire shop, takes them to a hotel, but first cultivating the friendship of Mary. Madge Malarkey, owner of the hotel, is bothered with a mortgage and she believes that the show troupe will pay off the required $1,500. Simeon Trott, holder of the note, is in love with her, and he soon finds a rival in Gabby. When Gabby goes to the next town to join a carnival, Ben Holden, the sheriff, goes in pursuit of him, thinking Gabby is a fugitive from justice. A great turmoil ensues which is straightened out only after a big fight, in which a kangaroo plays an important part. Gabby pays off the mortgage, but Trott reveals that he is married to Madge. So Ben and Gabby go into business together and Mary marries Tony.

HIGHLIGHTS: The side show fight, the big chase at the carnival, slap-stick situations.

On Your Toes

Distributed by Universal.
STAR: Reginald Denny.
SUPPORT: Barbara Worth.
TYPE: Prize ring story.
TIME: Present.
LOCALE: Virginia and New York.
LENGTH: 6 reels.

SYNOPSIS: When Jack Sullivan, a fight manager, is insulted by the world's heavyweight champion, "Punch" Mello, he vows to find a comer to take the title away from the champ. He goes to Virginia, with his daughter Mary, to look up Elliott Beresford, the son of the former champion, Young Evans. He finds Elliott a "sissy" type and is warned not to tell him of his father's profession by Elliott's grandmother. Mary and Elliott are attracted to each other and when Elliott opens a dancing school in New York which he runs on an allowance from his grandmother, Mary shames him into getting a man's job. As a taxi driver, Elliott gets in a jam and knocks out Sullivan's new protege, so Elliott decides to become a fighter at Mary's urging. He is defeated in his first fight, but goes on, letting his grandmother think he is teaching dancing. Finally he is matched with the champion and his grandmother arrives for a visit. After a lot of skirmishing around to keep the truth from her, Elliott gets into the ring. Grandmother hears he is a fighter and arrives when the crowd is boo-hooing him for not fighting. She tells Sullivan to tell Elliott his father was Young Evans. Heartened by this knowledge, Elliott wins and takes Mary in his arms with everybody happy.

A Woman Against the World

Distributed by Tiffany.
STAR: Georgia Hill.
SUPPORT: Harrison Ford.
TYPE: Newspaper romance.
TIME: Present.
LOCALE: New York.
LENGTH: 6 reels.

SYNOPSIS: Carol Hill comes to New York to get a job on a newspaper. Instead of getting big assignments she is sent to cover weddings. When a chorus girl is found murdered, Carol hopes for an assignment on the case, but instead she is sent to write-up a big church wedding. The bridegroom, Van Loan, arrives late and seems to be excited and mussed up. A button is missing from his coat. Yates, a reporter on the murder case, tells Carol that the police have found a button which they believe belongs to the coat of the murderer. Carol goes to the hotel where the couple is spending their honeymoon and she seeks to get a confession. The police arrive and arrest Van Loan. Believing him innocent Carol begins to work on the case, although he has been convicted and sentenced to the chair. On the night of the execution, Carol works fast, pieces together the clues and saves him from the chair by proving that the murder was committeed by the chauffeeur. An exciting chase follows which ends with the saving of Van Loan.

HIGHLIGHTS: The working out of the clues, a chase by airplane.

SHORT SUBJECTS

Spice of the Box Office

Passing the Joneses

Universal—Two Reels

The McGinnises, on their way West by auto, are snowed under on a mountain top where they run out of gas. Aloysius buys a pail of gas at a cabin. It freezes stiff before he reaches the car. He puts it on an open fire to thaw it out. An explosion sets them back a bit but they eventually reach the lodge where Mrs. Jones, the society leader, is getting ready for the annual mountain climb in which she has won two cups. The McGinnises enter the race to the mountain peak and back. Mrs. Jones beats them to the crest. Aloysius sits on a log despondently. Mrs. McGinnis throws herself on the log in despair. The log starts down the slope with the two aboard. They toboggan all the way back to the lodge where the two of them are catapulted through the log wall ahead of all the others and the cup is won, giving the McGinnises a social victory.

A Dangerous Double

Universal—Two Reels

Bob Wood, a stranger in a tough county, gazes with admiration upon his portrait which is tacked to a tree trunk. The picture identifies an unknown bandit for whose capture a reward of $5,000 is offered. A posse rides up and the sheriff, noting the likeness of the stranger, orders him to throw up his hands. Bob knocks the sheriff down and escapes to the ranch home of Rose Purcell, who has just returned with the payroll. He pleads urgent business and politely invites himself to hide in the house. Bob convinces the girl that he is not the bandit he resembles and she turns the sheriff's men off his trail. The real bandit enters the house demanding the payroll. Bob captures the man after an acrobatic chase and battle, winning the reward of $5,000, which is enough to buy a trousseau for any western girl, especially Rose.

Hello Sailor

Educational—Two Reels

Lupino Lane and his brother, Wallace Lane, pull a fast one in this comedy, which isn't unlike the Educational-Billy Dooley issues. Like all Lupino Lane comedies this one is bound to pull the laughs. Lupino and Wallace are a couple of sailors who receive notes from two sisters, twins, asking the gobs to call and see them. There is a great deal of action from the time they disembark from the ship until they reach the home of the girls. The boys do not know that the girls are twins and the mix-up which follows is carried out in typical Lane style.

Exploring England

Pathe—One Reel

Will Rogers takes his audience into rural England in this number of his series. A trip down the Thames, scenes of Britishers enjoying sports, shots of Windsor Castle, country life and village routine, combined with Rogers' inimitable gags and wise-cracks makes this subject one of interest.

Love 'Em and Feed 'Em

Metro-Goldwyn—Two Reels

This two reel comedy features Max Davidson, Oliver Hardy, and Martha Sleeper. It concerns two prospectors, Max and Oliver, who strike rich pay dirt and sell out for a fortune in cash. To celebrate their long-sought success the men go to the big city where they wear fine clothes and eat in aristocratic cafes. They make several unsuccessful attempts to attract the girls and in their disgust begin to bombard their fellow guests with pies and vegetables. Plenty of slapstick.

All For Nothing

M-G-M—Two Reels

This two reeler concerns a domestic quarrel between Charley Chase and his wife. To square things up Charley hits on the idea of masquerading as a Latin-American, darkening his complexion and putting on an effective false mustache. He calls on his wife and begins to make passionate love to her. To prove his love he goes out and has a desperate struggle with her husband, who of course is himself. The rouge seems to be working pretty well until the mustache drops off and his wife recognizes him. Whereupon the wife deals the knockout blow.

Pass the Gravy

M-G-M—Two Reels

Max Davidson and Bert Sprotte are neighbors, but of the friendly-enemies type. After many fights they decide to bury the hatchet when Bert's prize rooster wins another prize. To celebrate the event Max sends his son out to catch a chicken for a dinner in honor of Bert. The son, by mistake, steals the prize-winning rooster and kills it for the dinner. Then hostilities begin anew.

All Set

Educational—One Reel

Two reels of action are crammed into this single reel Cameo comedy. Wallace Lupino portrays the lead minus his famous brother, Lupino Lane. The story concerns the efforts of a family to get ready for the opera. Wallace's wife has been given three tickets by her brother and the three begin to dress. Shirts get lost, collar buttons find their places under the dresser, and everything is thrown into a mess. The big kick comes when Wallace tries to shave and is interrupted continuously by the brother and the wife who keep bumping into him before a mirror. Then when everything seems to be ready, or "all set," as the title indicates, the wife discovers that the tickets are dated for the next evening. Whereupon Wallace finishes his beating up of the brothers.

Monkey Shines

Universal—One Reel

This comedy revolves around the woes of Harold Highbrow, editor of the small town paper. He has just taken off the press his latest edition, exposing the political grafting of "Boss" Weaver. The publisher calls up and asks that the paper be withheld because the evidence against Weaver has been lost. The office monkey, however, has distributed the papers in the streets. Weaver now has cause for a libel suit but the faithful monkey steals the evidence of the graft which Weaver had been hiding. And "Boss" Weaver is brought to justice.

SHORT SUBJECTS

A Department in This Trade Paper Acquainting You With the Little Features That Are an Important Part of Your Every Program

ADVANCE WITH AD-VANCE

SAVE MONEY

MAKE MONEY

with

Ad-Vance Trailers

"THE PRESS SHEET OF THE SCREEN"

VARIETY

Wednesday, December 28, 1927

INSIDE STUFF

ON PICTURES

Some doubt with exhibs whether it's policy to use lengthy trailers carrying one or more of the kick climaxes in coming pictures prior to exhibition. Some claims it hurts biz and have eliminated those with thrill scenes.

TRAILERS THAT SELL YOUR PICTURES WITHOUT OVER-SELLING OR GIVING AWAY THE PUNCH SCENES.

Trailers on all Feature Pictures.
Attractive and Artistic Openings,
Closings and Day Sets.
Holiday Service Gratis.

"More and Better Trailer Service for Less Money"

You owe it to your business to see the latest AD-VANCE TRAILERS- *They're a revelation!*

WHEN A NEWSPAPER COMMENTS ON A TRAILER SERVICE ITS WORTH SITTING UP AND TAKING NOTICE →

MAJESTIC NOW HAS ADVANCE SERVICE

Something unique in film advertising is the advance feature service just inaugurated at the Majestic Theatre.

In reality an "animated ad," the film announcing the coming photoplay attractions for that theatre gives a peppy glimpse of the stars and locale of the story, with just enough action to arouse one's curiosity without "giving away" the high moments of the coming play.—From The Bulletin, Oklahoma City, Okla.

Clip Coupon for Further Details

CHAS. W. RUSSELL,
Ad-Vance Trailer Service Corp.,
2518 N. 48th Ave., Omaha, Nebr.

Date_____

Without obligation on my part will you please send me further details regarding your ADVANCE COMING ATTRACTIONS TRAILER SERVICE?

Name _____ (Theatre

Address _____

City _____

Position _____

AD-VANCE TRAILER SERVICE CORP.

Distributing for the entire country from

729 Seventh Ave., New York

845 So. Wabash Ave., Chicago

Laboratories—Bronx, New York City

Film Bowlers Are Getting Enthusiastic

The Des Moines Film Bowlers' league is attracting a lot of attention. Most of the exchange people are getting entertainment from these Monday night sessions. Good comedy is mixed with bowling skill in such a way that everybody gets a big kick out of the games. The following is the team standing and individual averages:

Team	G	W	L	Pct.
Pathe	39	24	14	615
Universal	39	21	18	538
First National	39	21	18	538
Paramount	39	21	18	538
FBO	39	20	19	513
M-G-M	39	10	29	250

Individual Averages

Reese	176	France	145
Roy	163	Tilton	144
Groves	163	Miller	14
Mayo	161	Miller	143
Thompson	161	Evans	143
Levy	160	Beatty	136
Curry	156	Anderson	136
Pratt	153	Winn	135
Thurgeson	152	Frankle	131
Bamford	150	Thomas	128
Melone	150	J. McGivern	128
Finter	149	D. West	128
Phillips	148	Sharp	128
B. McGivern	148	Zimmerman	122
Palmquist	147	E. West	118
		Woods	115

The Des Moines Film colony might be taken for a large and happy family if they were judged by their actions on bowling nights. Managers, salesmen, bookers and shippers all meet and greet each other on the same level. Such diversions help to make everybody happy and do their work with more spirit and enthusiasm. May it always be so.

Announcing

The Answer to the Exhibitor's Prayer

Theatre Ad-Mat Service

Theatres now have available each month a veritable deluge of snappy ad designs, borders, slugs, illustrations and other mat material to make newspaper ads look like a million dollars.

Drawn by the country's foremost theatre artists they come to you each month in mat form bringing what you have always wanted but could never get.

SOLD ONLY TO ONE THEATRE IN EACH TOWN
Economical — Inexpensive — Effective
The very thing for Programs and Newspaper Advertising

Investigate Now!

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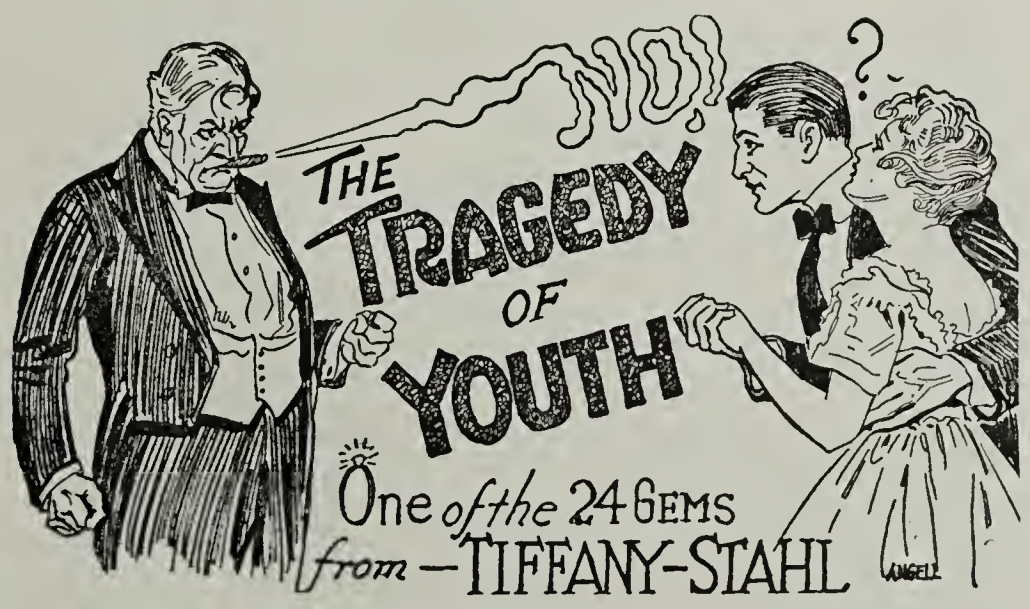

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Milder Weather Helps

The weather in Iowa during the first two weeks of January was ideal for the theatre business and made up to a large extent for the extreme cold during the holidays. The mid-day temperature in central Iowa averaged from 60 to 65 degrees above zero, a very unusual thing for mid-winter in this state. Practically every theatre owner reported good business, but the weather man deserves most of the credit.

Books "King of Kings"

W. F. Manton, advance manager for the "King of Kings" road show, was in Des Moines Monday arranging for the showing of the picture at the Berchel Theatre January 29 to February 3. This famous picture will be shown here but four days because of a return engagement at Kansas City immediately following. Mr. Manton reports business on the "King of Kings" as excellent and that in practically every city the return showing is better than the first. This picture should mean a lot of money to the theatre owners in the smaller towns when it is turned loose for a regular showing. The "King of Kings," like Ben Hur, will not only get a lot of business but it will help the standing of the theatre in the community and make a lot of new customers.

Sunday Fight at Tobias

Another Sunday show fight has been waging at Tobias, Nebr., where the church faction has been attempting to revive the blue laws. Mrs. Sobotka, who operates the Opera House Theatre there, expresses her belief that the Sunday shows will continue in spite of the opposition.

Kansas Exhibitor Exploits Pictures In Calendar of Coming Events

Month of Jan. 1928

Auditorium Theatre
TAMPA, KANSAS
Where the Big Pictures Play and the Tropic Breezes Blow

Month of Jan. 1928

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
The Management of the Auditorium Theater wishes ALL a Happy and Prosperous New Year!	Harrison Ford and Bessie Love in a delightful comedy drama— "Rubber Tires"	COMING— THE BIG PARADE JANUARY 19-20-21	COMING— THE BIG PARADE JANUARY 19-20-21	BASKETBALL LINCOLNVILLE HIGH SCHOOL VS. TAMPA H. S.	THE COUNTRY DOCTOR Here is a splendid picture A good one for the entire family Educational Comedy Admission 10c and 25c
BASKETBALL DURHAM A. C. VS. TAMPA A. C.	Betta [illegible] in emotional drama "White Gold" Admission 10c and 25c	JACKSON HIGH SCHOOL Chillicothe, Mo. VS. TAMPA A. C. Girls' Preliminary Admission 25c—50c	COMING— THE BIG PARADE JANUARY 19-20-21	[illegible] MAYNARD IN $50,000 REWARD COMEDY—"Mac's Beth Admission 10c and 30c	
RAMONA A. C. VS. TAMPA A. C.	Bebe Daniels in a heart warmer "Senor [illegible]" Soe Bebe—she's a peach Admission 10c and 25c	COMING— THE BIG PARADE JANUARY 19-20-21	John Gilbert and Renee Adoree in a stirring World Story— "The Big Parade" ONE OF THE FEW BIG ONES THIS YEAR Admission 25c and 50c		
JUST ONE "BIG PARADE" OF GOOD ONES AFTER ANOTHER	Blanch Sweet and H. B Warner in "Singed" Admission 10c and 25c	COMING SOON BEN HUR—February 16-17-18 BUSTER KEATON IN COLLGE— February 24 and 25	BASKETBALL GOESSEL H. S. VS. TAMPA H. S.	BUCK JONES IN CHAIN LIGHTNING FOX COMEDY—"20 Legs Under Sea" Admission 10c and 25c	
MARION A C VS. TAMPA A C.	George Sidney in a stage success "The Auctioneer" Admission 10c-25c			Delores del Rio, the girl of "Glory," and Rod La Rocque in a Toletoy drama— RESURRECTION HERE'S A GOOD ONE Admission 10c and 30c	

"The Big Parade" January 19, 20 and 21

HANG THIS CALENDAR UP AND KEEP IT FOR YOUR AMUSEMENT GUIDE

Tying up the interest of the public in pictures shown at the Auditorium Theatre, Tampa, Kas., Dr. H. C. Moffitt, manager, issues a monthly calendar which is bound to be read by the people of his community.

One of the features of Dr. Moffitt's calendar which makes his patrons like to read it is that it announces coming community attractions, especially athletic events. At this season of the year the big events, outside of the Auditorium Theatre, are basketball games. And while everyone is looking up the dates for forthcoming basketball contests they are bound to notice the pictures to be seen in the near future at the Auditorium.

The calendar reproduced above is 12 by 14 inches in size, so that it can be folded in an envelope and mailed, as well as posted up on windows and bulletin boards. The large type announcement of "The Big Parade" and the dates were imprinted in red, making a strong display.

This calendar idea is not copyrighted and can be profitably adapted by any exhibitor.

Two Parisian Theatres Use Trailers From U. S.

Two representative motion picture theatres of Paris, France, the Gaumont-Palace and the Cinema Madeleine, both of which are under the direction of Gaumont-Loew-Metro, have ordered from National Screen Service, through the foreign department of Loew, Inc., a wide selection of animated presentation leaders for use in both of these theatres.

These leaders are similar to those in use in the representative motion picture houses in the United States, which introduce feature presentation, comedy, news reels, overture and organ features and "Ends" which carry trademarks of the theatres as well.

An AD-itorial

By E. L. DELANEY
M-G-M Exploiter

If the above was ever true it certainly applies to the ammunition, the facts, the aids, advertising material, posters and accessories that are supplied by the film companies to "bag" patrons for attractions. But unless you use it, it's wasted, for the most high-powered weapons and ammunition in the world is useless unless somebody shoots them.

And right here here we'll have to admit that some of the ammunition that is put out on a picture is not the kind that will knock 'em for a row of high priced seats. We've all seen the one sheets, the threes, sixes and even twenty-fours that cost a lot of money to make and will pull about as many people into a theatre as a Republican candidate draws at a campaign meeting in Georgia. But the poorly made paper is the exception. Most of it is designed to create box office returns and does its duty. It's better to put out a lot of material that you personally don't think is quite so "hot" than to slough off and just expect the cash customers to find their way to your film store without any advance interest being created.

Some exhibitors look on advertising and promotion items as an expense. They're wrong. It's an investment just the same as film rental and it will pay a dividend. The Saturday Evening Post is next to the highest priced advertising medium in the country and it's the cheapest advertising investment that a concern can use. Why? It gets results, and that's all that counts.

In a current trade paper an exhibitor who tries to put his pictures over, deplores the lack of knowledge shown by

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some film salesmen and exchange executives on the merits and earning possibilities of their own product. That exhibitor was not far wrong. What some of them don't know about a lot of their own pictures would fill a coupala large press books. They know, for instance, that Jack Garbo and Greta Gilbert are in a picture and that it's a "wow." The advance information said so and that proves it. Whether the story is one that is known to book readers, they don't know. They may not know whether it will appeal to adult or juvenile audiences, to feminine or masculine majorities, to "highbrow" patrons or just the mine-run of audiences.

That old line of chatter and stereotyped advertisements about "the greatest picture and the mightiest drama the world has ever seen" is just a lot of BUNK, in the opinion of the average picture patron. He's read it so often that it's lost its kick. And the worst of it is he knows you're lying when you dish it up to him that way. For a while the "Leviathan" was advertised as "the largest steamer in the world," and the general public knew that it missed being the largest by just a few feet. That made the advertising man a liar and lost some patronage for the line.

Yes, perhaps the earnest and hard-thinking exhibitor does find it as difficult to get true statements about his pictures as it is to find filling stations in the Sahara destrt, but generally if he wants the real facts there's someone at his exchange who will give them to him.

Then when he gets his facts, his ammunition and advertising material to fit the caliber of his attraction, he should shoot it, shoot with both barrels. You'll never stop a buck with bird-shot, but you may get birds with buck-shot.

Real College Tie-Up for "The Fair Co-Ed"

Novelty letters to the students of Utah university, boosting Marion Davies' "The Fair-Co-Ed" were a feature of the exploitation campaign on that picture when it played the Pantages Theatre, Salt Lake City, Utah. Manager Grant Pemberton, assisted by an M-G-M exploiteer, did the promotion work.

Through a tie-up with the Purity Biscuit company and the Piggly Wiggly stores, a wafer called "The Fair-Co-ed Sweetie" was distributed in the lobby of the theatre by a girl dressed to represent "The Fair Co-ed." This stunt was worked in advance of play date and an imprint of each wafer container made mention of the picture's engagement.

Four days in advance of opening, Utah university staged an alumni homecoming parade along Salt Lake's main street. Though only university floats were entered, a "collegiate flivver" ballyhoo for "The Fair Co-ed" managed to gain a conspicuous position in the line of march and attracted particular attention.

Novelty letters worded in bombastic style boosting the picture were sent to 600 sorority and fraternity members of Utah university. The names and addresses were obtained through the courtesy of the respective presidents.

Advance 'ads' were placed in the university and high school papers.

For the opening night the university football team was invited to attend the theatre. Pennants reading, "The Fair Co-ed" were hung under the theatre marquee and every Salt Lake school color card was distributed at the university stadium during the city high school football game. 5,000 cards were used for the purpose.

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TRAILERS
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Exploit "Ham and Eggs" With Numerous Stunts

High-powered exploitation backed up the world premieres of Warner Bros.' "Ham and Eggs at the Front" when it opened recently at the Grand Theatre, Columbus, Ohio, and the Rialto, Poughkeepsie, N. Y.

The Columbus Citizen co-operated in a tie-up parade of their 500 carriers who attended a special performance of "Ham and Eggs at the Front." These newsboys walked through the principal thoroughfares carrying large banners. Each boy wore a chef's cap which is a standard accessory on the picture. These caps are imprinted with the production's title and the theatre dates. Considerable space was devoted to "Ham and Eggs" as a result of this stunt.

In Poughkeepsie something equally as effective was worked out by the employment of a stilt-walker heavily placarded with the title of the film. The Rialto engaged as its stage attraction for the week the jazz band organized and led by Lieut. J. Tim Brymn, one of the celebrated colored heroes of the World War. The musicians did a street ballyhoo each day and attracted large crowds to the box office.

The distribution of small novelties with the picture's name on them was also a feature of the campaigns on "Ham and Eggs at the Front," both in Columbus and Poughkeepsie.

EQUIPMENT AND SUPPLIES

Educational Exchanges To Market Vocafilm

Educational has acquired the rights to Vocafilm. Marketing of this simple and economical device for the synchronization of pictures and sound will begin through the Educational Exchanges in the United States and Canada in the near future. Announcement of the completion of arrangements for this most important tie-up were made last week jointly by E. W. Hammons, president of Educational Film Exchanges, Inc., and David R. Hochreich, president of the Vocafilm Corporation of America.

Vocafilm, developed under license of a number of patents issued in 1924 and perfected by a staff including some of the best known technical experts in the country, is said to be so simple in its perfected form as to be practically "fool-proof," and so economical as to be within the reach of almost any theatre in the country. In the announcement of final arrangements for the marketing of Vocafilm it is stated that it will be available "at a surprisingly low cost to exhibitors."

No changes are to be made for regular servicing of the Vocafilm apparatus, and no seat tax or added fees of any description are involved.

Details of Educational's schedule of releases in connection with Vocafilm probably will be made known within the next couple of weeks. Special Vocafilm "acts" and musical numbers will be released on a regular schedule, and it is likely also that within a very short time a number of Educational's comedy and novelty Short Features will carry Vocafilm accompaniments. Although the Vocafilm accompaniments will be confined to Educational Pictures in the short features field, they will be available to producers of full feature length subjects. In fact, Vocafilm records are new in preparation in connection with some popular current features.

Vocafilm embraces the use of the standard motion picture projection machine and of standard motion picture film, together with a sound record, the mechanism controlling the sound record being attached to the projection machine with a simple device, both being so adjusted mechanically that the picture is shown and the sound reproduced in perfect synchronization. The sound is then passed through amplifiers and to a loud speaker in front of the screen. The entire apparatus can be installed quickly and easily, and one day of instruction and operation is said to be enough to enable any motion picture operator to handle it with ease. No special technical service or extra service of any kind is required in the booth.

New Cleveland Theatre Been Modernly Equipped

Cleveland's newest theatre, the Garfield, at Tunney Road and Garfield Blvd., operated by Mr. Porszinski, who also operates the New Victory, was opened to the public December 22 of the old year. This beautiful theatre in Spanish design, seating 1500, is the last word in modern theatre architecture and fills a growing need for a theatre in this section.

The projection room, one of the largest and best equipped projection rooms in the state, has been designed by "Larry" Shafianek of the Oliver Motion Picture Supply company. This company supplied the theatre with Superior Projectors, Strong Reflector lamps, Robins and Myer generator, Mestrum "Belluna" spot light and effect stereoptican and Diamond Bead screen.

The Oliver Motion Picture Supply company has also closed a contract to supply all of the equipment for the new Ohio Theatre in Mansfield, Ohio.

R. C. A. Tie-Up With FBO Brings Radio to Movies

The recent announcement by Joseph P. Kennedy, president of FBO, that the Radio Corporation of America and its associated companies have acquired a substantial interest in FBO Pictures corporation is of importance to the motion picture industry because the affiliation opens to motion pictures, for the first time, the resources of radio. It will give the motion picture industry the use of all present patents and prospective developments of sound reproduction and synchronization, radio broadcasting and television of the Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing company, under the name of the Kinegraphone.

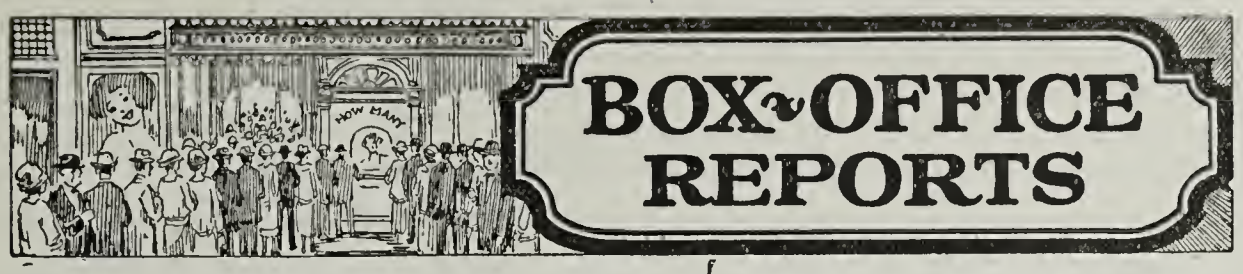
This is the first time that any great industrial organization so closely related to the motion picture business has ever become a directly interested associate of any motion picture company. The first important development of the combination will be the presentation of a new method of sound reproduction and synchronization perfected by General Electric. The Kinegraphone method and apparatus are distinctly different in principle to all other efforts in the direction of "talking movies."

The process necessitates but slight change in standard projectors, since it involves only the addition of a sound-reproducing attachment and a loud speaker suitable for auditorium use. Both the picture and the sound are recorded on the same film.

The film used is of standard width, and along the left margin is a strip, a small fraction of an inch wide, on which is a serrated pattern which corresponds to the frequencies and intensities of the sounds recorded. It is this pattern which produces the sound. The film is passed through the reproducer at constant speed and as this sound record passes rapidly before a tiny slit in an optical system, the amount of light is varied. The ever-changing amount of light is received by a photo-electric cell —the electric eye—which is extremely sensitive to any change in the amount of light striking it. The more light received, the more current it will permit to pass through its circuit. This current is amplified and changed from electrical to audible energy by an amplifier and speaker.

To project the pictures, synchronized with sound, a standard projector is used. Since the picture and sound records are printed side by side on the film, it follows that the two must be properly timed or synchronized at all times—it is not possible for the picture to break and the sound to continue, or for the sound to stop and the picture to continue.

There are three principal elements in the apparatus, including a standard picture camera, a sound recorder and a standard projector with a sound rt-producing attachment, all driven by synchronous motors. The pictures themselves are made in the usual way on standard film. In recording the sounds a michrophone or sound collector of any desired type is employed, together with amplifiers. The microphonic system actuates a tiny vibrating miror which records a sound on the film. The light from a small incandescent lamp being reflected by the mirror through a tiny slit in the optical system in front of the film. The higher the pitch of note, the higher its frequency and the greater the frequency of vibrations of the mirror which faithfully reproduces each sound vibration as a mark on the film.



COLUMBIA

Alias the Lone Wolf, Bert Lytell.—While we did not do as well with this as we did on The Lone Wolf Returns it is a good picture and will please anywhere.—J. B. Weddle, Walnut, Lawrenceburg, Ind.

The Clown.—Very good picture. Business fair.—M. E. Remley, Ritz, Richmond, Ind.

The Tigress, Jack Holt.—Holt still possesses a box office wallop. This was proven during the run of this picture, an unusually good production. Business very good with it the week before Christmas. Anxiously looking forward to Jack's next Columbia.—Harry Palmer, Starland, Anderson, Ind.

Alias the Lone Wolf.—Opened the New Mack Theatre with this picture and gave them the very best of satisfaction. —Frank Mackey, Mack, Elwood, Ind.

The Blood Ship, Hobart Bosworth.—Showed this Christmas day and gave the best of satisfaction, and if Columbia pictures continue to be as good as this one I am glad I bought them.—Frank Mackey, Mack, Elwood, Ind.

Sweet Rosie O'Grady, Shirley Mason. —A dandy good picture. Pleased well. —W. Graves, Graver, St. Paul, Kas.

FBO

Racing Romeo, Red Grange.—An ordinary comedy that pleased, but no good for a special.—G. L. Carr, Star, Gowrie, Ia.

Hook and Ladder No. 9.—Very good. Plenty of comedy, action and a good theme.—G. L. Carr, Star, Gowrie, Ia.

Moon of Israel, Foreign Cast.—A very poor small town picture. A mistake to run it in a small town.—E. W. Lawrence, Community, New Market, Ia.

Hook and Ladder, No. 9.—Not so good.—E. W. Lawrence, Community, New Market, Ia.

Breed of Courage, Ranger.—Good dog picture. Took well here.—E. W. Lawrence, Community, New Market, Ia.

A Regular Scout, Fred Thomson,—A good western. Went over better than any western we have had for some time. —E. W. Lawrence, Community, New Market, Ia.

The Gingham Girl, George K. Arthur. —An ordinary comedy, pleased some and others did not care for it.—E. W. Lawrence, Community, New Market, Ia.

FIRST NATIONAL

The Gorilla, Charley Murray.—Good mystery comedy-drama. A little deep for the farmers.—Lyric, Hartington, Neb.

The Poor Nut, Jack Mulhall.—Good comedy of college life.—Lyric, Hartington, Neb.

The Love Mart, Billie Dove.—Very fine picture of slavery days in the south. —Lyric, Hartington, Neb.

Her Wild Oat, Colleen Moore.—Fine. Usual Moore pep comedy.—Lyric, Hartington, Neb.

FOX

The High School Hero, Sally Phipps. —Here is a real treat. One of the cleanest and best comedies we have had the pleasure of running for some time. Played this with Desdunes Entertainers. Desdunes brought them in, but from comments heard they did not steal the program.—Dewey Kisor, Sterling, Fairmont, Neb.

METRO - GOLDWYN

The Road to Romance, Ramon Novarro.—A fair picture, but I paid a special price for it which lost me money.—J. A. Greve, Princess, Oak Creek, Colo.

Mockery, Lon Chaney.—Very good. Chaney is always good.—Rex, Cromwell, Okla.

Man, Woman and Sin, John Gilbert.—Pretty hot in places. Good picture and no kick.—Lyric, Hartington, Neb.

In Old Kentucky—Drew a good crowd and pleased. Would class it as a dandy. —Lyric, Hartington, Neb.

PARAMOUNT

Shanghai Bound, Richard Dix.—Very good. Should draw with any crowd. One of the best we have run.—G. L. Carr, Star, Gowie, Ind.

PATHE

The Girl in the Pullman, Marie Prevost.—Clever picture that gave general satisfaction.—Lyric, Hartington, Neb.

Dress Parade, William Boyd.—Mighty fine. Looks like all Pathe's '27-'28 pictures are going to be winners.—Lyric, Hartington, Neb.

TIFFANY

Streets of Shanghai, Kenneth Harlan. —One of Tiffany's recent releases and a real attraction. Here is a picture which combines romance and action with all the beauty and lure of Oriental settings in a novel and entertaining theme.

WARNER BROTHERS

The Fortune Hunter, Syd Chaplin.—A scream, although business not so good on account of big rain and road conditions fierce.—D. E. Lawson, Ritz, Queen City, Mo.

STATE RIGHTS

Freiburg Passion Play.—The best picture of its kind I have ever seen. Weather conditions being such I am not in a position to judge its drawing power. Would recommend a strong tie-up with churches and Y. M. C. A.—J. R. Robinson, Community, Riley, Kas.

EXPLOITATION IDEAS AND HINTS

In Every Issue We Publish Detailed Accounts of What Various Exhibitors Are Doing to Promote Business. These Practical and Proven Ways of Putting Over a Picture Mean Money to You. Read This Section!

Murnau Starts "4 Devils" With Janet Gaynor Star

F. W. Murnau, Fox director, has started production of his second American production, "The 4 Devils," with Janet Gaynor in the leading role.

"The 4 Devils" is a story of circus life in continental Europe and is being produced in two distinct sequences. In the first part will be seen Farrell Macdonald as the clown, Claire McDowell, Anders Randolph, Phillipe Delacy, Dawn O'Day, Anita Fronanlt, Wesley Lake and Jack Parker.

In the second sequence a number of well known players will be seen, in addition to Miss Gaynor, including Charles Morton, Nancy Drexel, Barry Norton, the "mother's' boy" of "What Price Glory," and Mary Duncan, who scored a notable success in "The Shanghai Gesture."

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FOR SALE—Butter-Kist Electric popcorn machine; late model; perfect condition; cost $800 take $150. Also G. E. Double 70-70 generator; perfect condition; cheap. Star Theatre, Warrensburg, Mo. P2t 1-14 & 1-28

FOR SALE—Wurlitzer Style K. Organ with all effects. Set up ready to play at the Complete Piano Service, 4868 Easton Avenue, St. Louis, Mo. P1t 1-21

FOR SALE—Used theatre chairs. Always a stock on hand. Also new veneer seats. Write us your requirements. Theatre Seating Company, 845 South State Street, Chicago, Ill. P3t 1-28.

FOR SALE—2 6-B Powers Machines good condition; now in operation; price $600 for both. Also 2 Simplex Machines ball bearing movements practically new machine, price $1000 for both. Rialto Theatre, Akron, Ohio. C2t 1-21

PHOTO PLAYER—good condition. Dismantling theatre. Your own price for quick sale. Murray Theatre, Richmond, Indiana P1t 1-21

FOR SALE—Skydome equipment. Eighty 12-foot, forty 16-foot seats with backs. Fireproof booth. Minusa screen. All good shape. Name your own prices. Star Thea., Warrensburg, Mo. P1t 1-21

HELP WANTED

PIANO PLAYER WANTED—Must be able to cue pictures perfectly. Steady employment. Princess Theatre, Eureka, Kansas. P1t 1-21

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WANTED POSITION—as moving picture operator; thirteen years experience; wire at once stating salary. David S. Mayo, Box 276, Bowdon, Ga., P1t 1-21

THEATRE ORGANIST — Experienced on all makes. Go any place. Mabel Young, Plaza Hotel, North Ave. and North Clark St., Room 212-B, Chicago, Ill. nc-tf

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WANTED TO LEASE OR BUY theatre intown of 5,000 up, or old legitimate house in town of 25,000 up. Box 422, Terre Haute, Ind. P1t 1-21

TO LEASE OR BUY—If prices and terms can be made to suit both. Interested in house in town of 2,000 to 3,000 population anywhere in southern Arkansas or Mississippi. 12 years experience in running and managing. What have you. Address Exhibitors Tribune, 19 N. Robinson, Oklahoma City, Okla. C4t 7-28

THEATRES FOR SALE

FOR SALE—One or two theatres of about four hundred seating capacity each, well equipped and established in Waco, Texas, a city of fifty thousand, fine schools and college. Reason for selling, wish to retire from business. Address J. A. Lemke, Waco, Tex. C2t 1-21

THEATRE FOR SALE—Midway at DuQuoin, Ill. Going into other business. Address W. A. Thimmig, DuQuoin, Ill. P1t 1-21

FOR SALE—200-seat house; Sunday town of 1,500; eastern Indiana. Bargain. Address Leroy Legros, 59 Collinwood, Detroit, Mich. C2t 1-28

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3. The REEL JOURNAL
Covering Kansas City & St. Louis territories

4. Exhibitors' TRIBUNE
Covering Okla. City & Memphis territories

5. Motion Picture DIGEST
Covering Chicago and Indianapolis territories

6. Michigan Film REVIEW
Covering Detroit territory

7. The OHIO SHOWMAN
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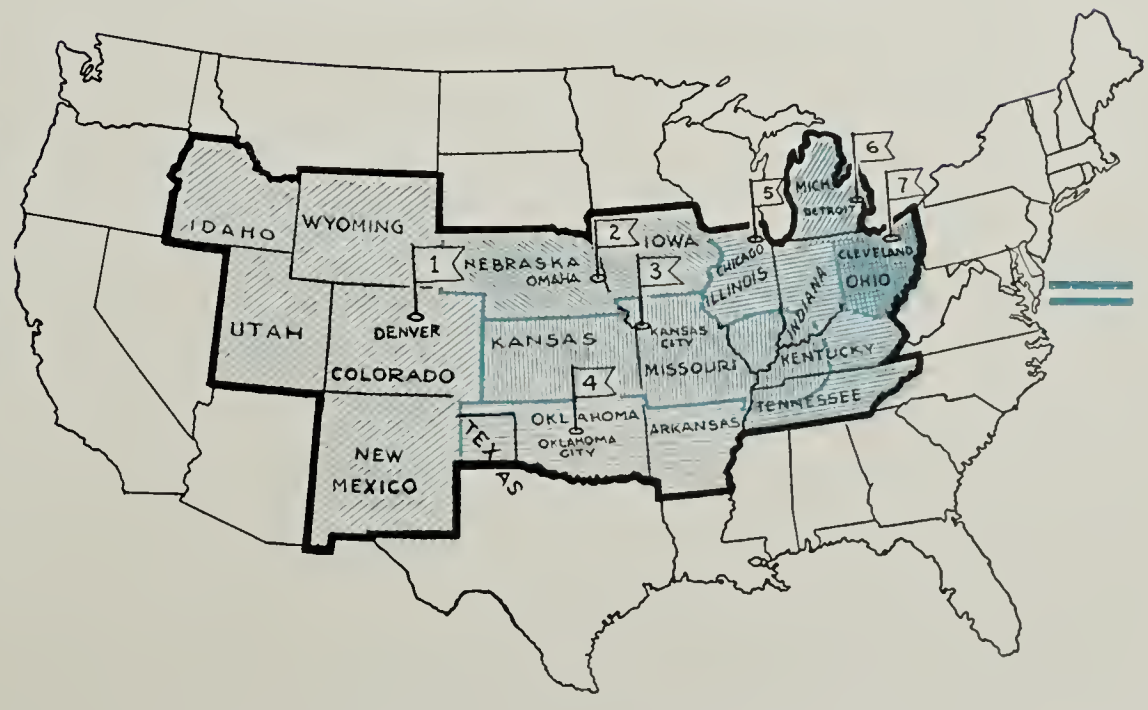

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MOVIE AGE

Volume VI — OMAHA, NEBR., JANUARY 28, 1928 — Number 10

THE STAR OF THE DAY!

Greta Garbo

Sets New York aflame!

CAPITOL, N.Y.

breaks policy for first time in year to hold over

GRETA GARBO in THE DIVINE WOMAN

MARVELOUS THE WAY M-G-M IS CLICKING AT THE BOX-OFFICE!

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"All right to give patrons a lot of show for the money, PROVIDED—" ***says Al Christie, world's leading producer of first-run short comedy classics . . . .***

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JACK DUFFY
in
"NIFTY NAGS"
with Gail Lloyd and
Jimmie Harrison

ANNE CORNWALL
in
"FIGHTING FANNY"
with Jack Duffy and
Lorraine Eddy

JIMMIE ADAMS
in
"HOLY MACKEREL"
with Lorraine Eddy
and Billy Engle

PARAMOUNT-CHRISTIE COMEDIES

(12 CHRISTIES / 8 BOBBY VERNONS) (8 BILLY DOOLEYS / 8 JIMMIE ADAMS)

EDITORIAL

AN exhibitor, a man who has traveled about the central western part of the country, meeting exhibitors, who conduct theatres of every type and size, and who has for many years been actively engaged in exhibitor organization work, sent us the following letter. It gives the exhibitor's viewpoint, from actual contact and experience, the true situation of the small town theatre owner. It speaks plainly and frankly.

> "In a discourse recently delivered to a gathering of Rotarians on the subject "Two-Mile Friendship,' the speaker applied the theme of his talk to that of service, the Rotary motto, defined by him as 'the giving of a fair and honorable equivalent in return for value received.' The writer, who 'listened in' on this remarkable address, tried to apply the thought to the picture business.
>
> "The speaker set forth the idea that one mile is required, but an extra mile should be given. 'Two-Mile Friendship' simply means the giving of a little more service than is required. Too often in this business we draw the line hard and tight. The seller demands all that he thinks there is a possible chance of getting. The buyer offers the least amount he thinks the exchange will take. There seems to be no middle ground in the film business. There is always a wide expanse between the two figures.
>
> "I am not offering a solution of this situation. In selling and buying film the object bought or sold is so intangible and the absolute value so uncertain that it naturally becomes a 'jockeying business.' Hardships are often forced upon the small town exhibitors with such limited possibilities. With the building of the large theatre, the rapid growth of the large city, the case of transportation and building of hard surfaced roads the small town theatre man is going to have a tougher time. It is up to the film companies to go the extra mile, if they want to keep the small theatre from becoming extinct. The exhibitor will either have to be subsidized or a new idea developed on selling and serving the small town."

Here, indeed, is food for thought. The producer and distributor, who for the past several months, and even now, has been giving consideration to an economy program, cannot very well afford to overlook the important economic value of the small town theatre to this business.

In an interview with a newspaper in September, 1926, Sidney R. Kent, executive of the Paramount company is quoted as saying that Paramount was serving 10,000 accounts and that 70 per cent of the film's income was derived from towns with a population of 15,000 or over. "Hence," Mr. Kent is quoted, "30 per cent of our business is derived from 8,800 communities which represents the profit and more. On a big production the average profit is nowhere near 30 per cent."

The flood of fifty, twenty-five and ten dollar bookings from the little theatres, then, is providing the profits of the distributors. With presentation policies of the first runs making a huge cut in the picture revenue derived from them, the small town theatres are an even greater economic need to the distributor. Naturally enough, these sources of profit should be protected. The "extra mile" of giving—of helping these exhibitors when they need help—is an excellent thought that producers and distributors should follow.

Then, too, as we recently pointed out on this page, the small town exhibitor must do some of the helping himself. Progress of industry sweeps aside all within its path; only the strong remain. Fortification against the competition mentioned in the above letter can come through going out to meet that competition Old buildings must give way to new—modernization, up-to-dateness is necessary. The public demands it, time and conditions require it. And, in the meantime, the producer and distributor must not overlook doing their share.

The recent curtailment of trade paper advertising by producers has robbed exhibitors of information that they need to know about pictures. It has kept them in ignorance to quite an extent of picture values. It has cut off vision and discouraged effort, particularly of the small exhibitors. It has made selling effort on the part of the distributor greater. It has increased sales resistance on the part of the exhibitor. He doesn't know all he is buying when he does buy. He doesn't know how strong he can go when he in turn attempts to sell the picture to his public. Lack of proper trade paper advertising has consequently brought about a stagnant condition in the industry. It has reduced profits.

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285
E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386
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Korack, of the Rialto, Wins U. A. Silver Chest

Several months ago the United Artists corporation launched a nation-wide exploitation campaign on the last Mary Pickford picture "My Best Girl." The prize was to be given by Mary Pickford to the theatre manager who put over the biggest and best advertising stunt when the picture was shown.

M. W. Korack, manager of the Rialto Theatre in Omaha, was chosen as the winner, and was presented with a beauful mahogany chest filled with ninety pieces of handsome Community silver. Mr. Korack is mighty proud of the prize, and is equally proud of the fact that he was able to outdo all other theatre managers in putting over a winning exploitation idea.

The prize comes in extra handy, as Mr. Korack was recently married, and a prize of this sort just fits in with the new furnishing of their home. Congratulations.

Monsky Makes Debut

Mayer Monsky, of the Blizzard Fan Co. at Omaha, made quite a hit at the National Theatre Supply Co. convention in Chicago. Mr. Monsky found an outlet for his dramatic talents by portraying the role of a dumb stockholder encountered by two supply salesmen, Bark and Pernetti of National Theatre.

Monsky addressed Jernetti as "Spagetti," and when Pernetti mentioned the U-O-20 machine Monsky declared he owed "Spagetti" nothing. The convention was in a riot of laughter. After such a sensational "premiere" performance we are anxiously looking forward to the next skit by the new find.

Committee To Work For Fair Contract, Biechele

R. R. Biechele, president of the M. P. T. O. of Kansas and Western Missouri, and chairman of the contract committee has been swamped with requests for his opinion on the proposed revision of the standard exhibition contract. The contract committee will open its meeting at the Congress Hotel, Chicago, Tuesday morning.

Mr. Biechele declared this week that he could express no opinion but that he would do all in his power to bring about a contract that would be fair to all concerned.

No time has been set for the termination of the meeting but will continue until all matters are settled, Biechele said this week.

Strikes and Spares

O-M-A-H-A

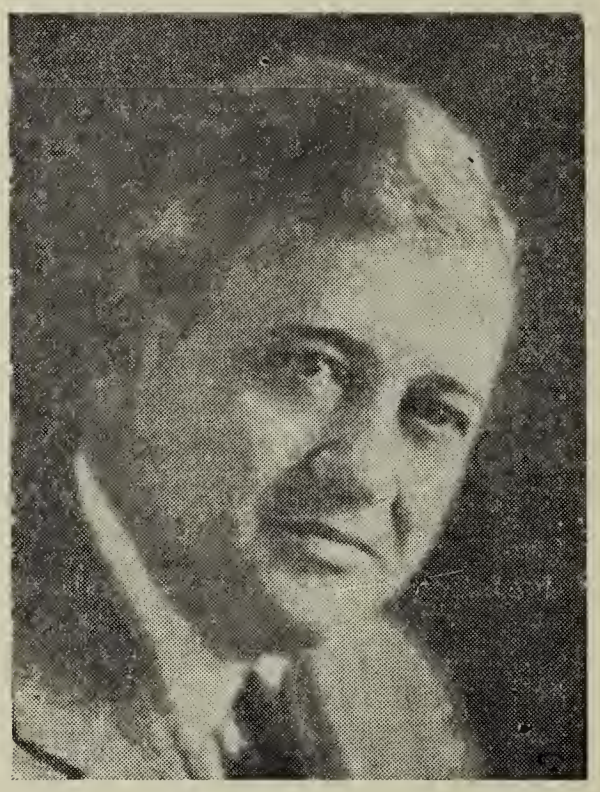
FILM INDUSTRIAL LEAGUE

	Won	Lost
Metro-Goldwyn	29	16
United Artists	28	17
Paramount	25	20
FBO, Warner, Liberty	25	20
Pathe	17	28
Universal-Blizzards	13	32

INDIVIDUAL AVERAGES

Comer	186	Fangman	148
Gorham	178	Booth	145
Hensler	175	Williams	143
Cross	172	Connors	143
Phillips	169	Harms	143
Morrison	162	M. Monsky	142
Doherty	159	Von Dollan	140
Danke	159	Branson	139
Weitz	157	Strickland	138
Bierman	155	Malchaw	136
P. Monsky	155	McCool	132
McLucas	155	Fischer	132
Fridell	153	Trent	131
Howell	153	Mitchell	130
Barker	152	Okum	130
Mendelson	152	Funk	127
Stolte	151	Nedley	129
Fletcher	151	Diamond	126
Faulds	151	Wilson	119
Nightingale	151	Anderson	118
McLean			115
High Three Games, Comer			661
Hight Single Game, Cross			255

WHO'S WHO IN LOCAL FILM CIRCLES



ALBERT DANKE

Al Danke, manager of the Pathe exchange at Omaha, is another popular executive among the local film men. He has been seven years in the film industry and in that time established a fine record for rapid progress.

Mr. Danke started with M-G-M at Detroit where he was a salesman for a short while. After a few months selling for United Artists he was made special representative for Vitagraph, which position he held for 14 months. Evidently well pleased with "Al" Vitagraph sent him to St. Louis for the position of manager at that branch, where he remained after the merger of Warner Bros. and Vitagraph until December, 1925, when he was appointed branch manager of Producers at Omaha.

Upon the merger of Producers and Pathe, Danke remained the manager of the Omaha branch, in which capacity he is still acting. Mr. Danke set a good example during the past year with his faithful services as president of the Film Board of Trade, prior to Earl Bell's election.

German Actor in 'His Country'

Fritz Feld, who played the Piper in Max Reinhardt's production, "The Miracle," has been cast for an important role in "His Country," being filmed at the DeMille Studio for Pathe. His recent appearances are with Norma Talmadge in "The Dove," and with Emil Jannings in "The Way To Glory."

New Corporation Formed To Take Over A. H. Blank Theatres in Territory

Announcement was made at Des Moines Tuesday of the formation of a new corporation to be known as Central States Theatres, Inc., to operate all of the A. H. Blang theatres in this territory. The officers of the company are Harry Weinberg, president; J. W. Denman, secretary and treasurer.

The theatres included in this new plan are Rialto at Ft. Dodge, Palace and Bijou at Mason City, Rialto at Burlington, Englert and Garden at Iowa City, Rialto at Boone, Strand and Rialto at Clinton, and the Lincoln at Chariton. Mr. Weinberg is also president of the Commonwealth Theatres corporation, with three theatres at Ames, two at Albia, one at Moline and one at South Omaha.

Details of the new plan of operation have not been completed and no announcement was made regarding a change of policy at any of the houses included in the deal. Mr. Weinberg is recognized as one of the most capable theatre men in the Middle West and is very popular with both exchange and theatre people. Mr. Denman is a man thoroughly schooled in the show business and finance, having been connected with a Des Moines bank for several years before going with Mr. Blank.

This new corporation will have no connection with the Blank-Publix houses operating in several Iowa and Nebraska cities. The Publix houses include the Capitol, Des Moines; Strand, Palace and Garden at Des Moines; Riviera at Waterloo; Riviera, Rialto and Strand at Omaha; Capitol and Rialto at Newton; Columbia, Garden and Family at Davenport; two houses at Rock Island, two at Sioux City, one at Council Bluffs and a new house soon to be opened at Cedar Rapids.

Harry Mitchnick, formerly manager of the Blank houses at Chariton, left for New Orleans a few days ago, where he has accepted a position in one of the Publix houses in that territory.

* * *

J. R. Wilson, sales manager for Educational, spent Monday in Des Moines with Jimmie Winn, the local manager.

* * *

Many small theatres seem to find it profitable to merge and operate on the chain system, as well as the larger theatres. It is reported this week that Pace & Bouma are now operating at Pocahontas, Lake City, Traer, West Union, Fonda and Holstein. Perhaps this may be the solution of the small town theatre. At least this is one merger that will not be criticised by the independent theatre owner.

* * *

It is an ill wind that blows nobody good. The theatre business at Waterloo, Cedar Rapids and Clinton should be pretty good these days with five houses of the Frank Amusement Co. closed. A receiver has been appointed for the company, who will dispose of the theatres to the best advantage. Mr. Frank turned the business over to West Coast, the larger owners of the stock of the company, some time ago and he is now acting as district manager for Universal theatres at Omaha.

* * *

Manager Dickson, of the Temple Theatre, Mt. Pleasant, was looking after business in Des Moines Monday. Among other things accomplished was an award from the arbitration board for a miss-out on a recent booking of a big picture.

New Universal Manager

Another change in branch managers has been announced, making three within the month at Des Moines. George Naylor, who has been in charge of the Universal office for about two years, was promoted to the Los Angeles office and left immediately with his wife to asume his duties there. He was succeeded here by Jack Osserman, formerly with Universal at Wichita and Washington, D. C., but more recently sales manager for the National Screen Service. Mr. Osserman has a reputation as a hustler and should be a success with Universal in this territory.

Film Board Banquet and State M. P. T. O. Meeting at Des Moines Feb. 13

The date has been selected for the annual Des Moines film board banquet and winter frolic. It is to be held at the Ft. Des Moines Hotel Monday night, February 13. Committees have been appointed and plans are being made for the biggest affair ever attempted in Des Moines by film exchange and theatre people.

Vaudeville acts are to be furnished by the Capitol and Orpheum theatres and a big comedy program will follow the seven o'clock dinner. The film board of trade is spending a lot of time and money on this affair and they are very anxious to have a large number of exhibitors and managers present. Cards are to be sent out for dinner reservations and should be returned to the committee in charge as early as possible.

The Iowa M. P. T. O. have called a state-wide meeting for the same day, February 13, but this meeting will be held at the Savery Hotel in the Chamber of Commerce library at 1 p. m. Much interest is being manifested in the Brookhart bill by Iowa theatre owners and this bill will be on the program for discussion. All officers and directors will be elected at this meeting and a large attendance is expected.

The combination of the state association meeting and the film board banquet makes an interesting and profitable day to spend in Des Moines and all theatre men in the state who find it possible should attend.

Fight Films for Convicts

It looks as if you had to be sent to the penitentiary in Iowa to be able to see the Dempsey-Tunney fight pictures. Practically every attempt to show the pictures in this state was headed off by the authorities, but this week a print was furnished to the warden of the prison at Ft. Madison and all the regular customers saw the picture. This was one time when they had the laugh on the fellows who so far have been able to stay on the outside. It was quite an appropriate theme at that.

Brookhart Says With Federal Control Out Bill is Weakened

Author of Anti-Block Booking Measure Declares Motion Pictures Should Be On Same Basis as Radio and Railroads

Senator S. W. Brookhart declared to National President R. F. Woodhull, of the Motion Picture Theatre Owners of America, Chairman A. Julian Brylawski, of the National Board of Directors, and others that his bill now before the Senate directed against block booking, did provide for government control and to take this out, would remove its strength.

Mr. Woodhull returned last Friday from Washington, where he met Senator Brookhart and went over the situation with him very thoroughly. Interest in the measure is rather pronounced and the matter of government regulation or control is giving some of the supporters of the measure much concern. In connection with his Washington trip, Mr. Woodhull made the following statement:

"In an interview with Senator Brookhart of Iowa at the capitol January 19, the senator stated he fully realized the importance of the meeting of the new contract committee to be held in Chicago January 31, and expressed the hope that the new conference would be productive and that many of our difficulties would be smoothed out.

"He can see the desirability of concluding the contract conference prior to the hearings on his Bill S-1667, and he stated, after a conference with Senator Watson of Indiana, chairman of the Interstate Commerce Committee to which the bill has been referred, that it was fairly safe to say at this time, that he hearings on his bill would not start prior to February 9, by which time the contract committee should have completed its work but that in no case would hearings be closed before the results of the contract conference were brought into the hearings.

"He further said that his bill surely provided for government control and that to take this out would remove its strength. He saw no reason to except the motion picture indusry from Federal regulation, as radio, railroads and many other industries are now operating under government supervision."

Commissioner Myers Says Chicago Conference Can Iron Out Industry's Ills

According to a poll taken by R. F. Woodhull, president of the M. P. T. O. of America, a majority of the unaffiliated exhibitors of the country are opposed to the special contract convention.

Federal Trade Commissioner Abram S. Myers, who presided at the Better Trade Practice Conference of the motion picture industry in New York in October, discussed the contract situation with National President R. F. Woodhull, of the Motion Picture Theatre Owners of America, in Washington last week. Judge Myers expressed the hope that the exhibitors would work out a definite adjustment along constructive lines.

Commissioner Myers' statement in full is as follows:

"The agreement at the Trade Practice Conference to negotiate a new standard contract was easily the outstanding accomplishment of the meeting. The coming meeting at Chicago will afford exhibitors and distributors an opportunity to continue the good work of the conference in working out a definite adjustment of important differences along constructive and mutually satisfactory lines. It is earnestly to be hoped that this opportunity will be availed of, and that the proceedings will be characterized by the same spirit of co-operation, frankness and tolerance that prevailed at New York. If so, I am sure the meeting will be a success and that many of the troubles which now beset the industry will pass into history."

Fox Buys All Houses Of the Wesco Chain

Three hundred motion picture theatres, the entire holdings of the West Coast Theatres, Inc., have been purchased by the Fox Film corporation. William Fox, in announcing the purchase Wednesday night, declared it to be the largest theatrical transaction in history. Theatres valued at $100,000,000 were involved in the deal.

This transaction gives Fox joint control with the Stanley Company of America in First National, it is reported.

The theatres acquired from Wesco are in the states of California, Nevada, Washington, Oregon, Idaho, Montana, Wisconsin, Minnesota and Iowa, with a combined seating of 350,000 people and a total revenue last year of $34,650,000 from paid admissions. These admissions were from 105,000,000 patrons. It is reported that Harold B. Franklin, president of West Coast Theatres, will remain in charge.

It was pointed out that this purchase was consummated almost 25 years from the day that Mr. Fox paid $1,166.16 for a one-third interest in a makeshift 146-seat theatre in Brooklyn.

M-G-M Launching Most Extensive Production In Company's History

With several big special productions already completed and a number of othesr under way, Metro-Goldwyn-Mayer is launching the most comprehensive picture producing schedule in its history, according to Louis B. Mayer. Seven pictures are now actually in production and a like number are in the final stages of preparation.

Two ambitious special, King Vidor's "The Crowd," a twelve-reel production based on the life of the average American; and Clarence Brown's "The Trail of '98," based on Robert W. Service's great novel of the mad gold rush to the Klondike, are practically ready for release and will be presented to the world of picture-goers early in the year.

Two other big specials, Lillian Gish's "The Enemy," directed by Fred Niblo, and "Rose Marie," based on the famous musical play and featuring Joan Crawford and James Murray, will be released at early dates.

Two other pictures in the cutting and editing stage which are expected to attract wide attention, are Marion Davies' "The Patsy," directed by King Vidor, and Norma Shearer's "The Latest From Paris," directed by Sam Wood. Greta Garbo's "The Divine Woman" has just been released.

John Gilbert is completing his new starring production, "The Cossacks," in which Renee Adoree has the feminine lead. Norma Shearer is just starting "The Actress" and Ramon Navarro has just started on the Ben Ames Williams sea story, "China Bound." William Haines is almost through with "The Smart Set," and George K. Arthur and Karl Dane are near the completion of their new co-starring vehicle, "Monkey Business."

Lon Chaney is being starred in "Laugh, Clown, Laugh," under the direction of Herbert Brenon, while Robert J. Flaherty and W. S. Van Dyke are in the South Seas co-directing "Southern Skies."

Every Trade Reviewer 100% Unanimous about

M. P. News

"—type of play that has its appeal to every audience—"

Film Daily

"—sets a pace for more sane and sensible screen plots, that's praise enough for any film."

M. P. World

"—splendid drama—excellent amusement stuff—Marmont at his very best, that's saying a lot—Your folks are waiting for 'San Francisco Nights'—"

Harrison's Reports

"—interest held all the way—scenes that hold one in pretty tense suspense—directed by R. William Neill—"

Exhibitor's Daily Review

"—A gripping shiny melodrama that will lure the shiny shekels to the box office—first class entertainment—really fine acting—"

Motion Pictures Today

"—sure to please wherever shown—a picture that clicks strong—You may safely book this one—"

Variety

"—A neat number for Gotham — better than average — directed with intelligence — excellent cast — character of 'Flash' is high drama—production standards first rate."

Ready For Play Dates Now On the FIRST BIG HIT OF 1928

LUMAS FILM CORPORATION, 1650 Broadway, New York

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING JANUARY 21

MOON

Thirteenth Hour, Lionel Barrymore, Jacqueline Gadson.

BUSINESS: Very good.

AUDIENCE REACTION: Liked it.

SUMMARY: A mysterious drama portraying modern crime problems, with the suspense sustained by the presence of the mysterious professor interested in occult science.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

Crystal Cup, Dorothy Mackaill, Jack Mulhall.

BUSINESS: Very good.

AUDIENCE REACTION: Always like this pair.

SUMMARY: Story of a young girl suffering from a terrible experience of the early life. As a man hater she adopted mannish mannerisms and dress as a disguise.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

The Gaucho, (United Artists), Douglas Fairbanks.

BUSINESS: Very good.

AUDIENCE REACTION: Very enthusiastic.

SUMMARY: Douglas Fairbanks in the colorful role of Gaucho, a bandit chief, leader of a band of Gaucho riders who cross the mountains and occupy the shrine city whose wealth is the prey of a usurper. An intriguing drama of South American life.

ENTERTAINMENT MERITS: 95 per cent.

SUN

The Chinese Parrot, Marian Nixon, Edmund Burns.

BUSINESS: Very good.

AUDIENCE REACTION: Very well entertained.

SUMMARY: Dealing with two generations of American families whose paths cross time and again in the struggle for fame and riches. A mystery drama full of dramatic suspense.

ENTERTAINMENT MERITS: 90 per cent.

WORLD

Becky, Sally O'Neil, Owen Moore.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: Taken from the newspaper story of Raynor Selig, with Miss O'Neil as a little Irish-Jewish shopgirl with ambition to become an opera singer.

ENTERTAINMENT MERITS: 85 per cent.

AT DETROIT THEATRES WEEK ENDING JANUARY 21

CAPITOL

The Divine Woman, (M-G-M), Greta Garbo, Lars Hanson.

BUSINESS: Excellent.

AUDIENCE REACTION: Mediocre.

SUMMARY: A very ordinary story of a French girl who reaches the topmost heights as an actress and sacrifices it all for the love of her soldier lover. At times Miss Garbo is superb in this picture and in others she does not fit the part. Will not please everybody.

ENTERTAINMENT MERITS: 75 per cent.

DES MOINES

Sadie Thompson, (United Artists), Gloria Swanson.

BUSINESS: Good.

AUDIENCE REACTION: Excellent.

SUMMARY: One of the best box office pictures Miss Swanson has ever made. Story taken from "Rain," which seems to increase public interest in the picture. A fine production throughout and will carry a high average with theatre patrons everywhere.

ENTERTAINMENT MERITS: 90 per cent.

ORPHEUM

Silk Legs, (Fox), Madge Bellamy.

BUSINESS: Very good.

AUDIENCE REACTION: Excellent.

SUMMARY: An attractive comedy featuring Miss Bellamy with her well known and shapely legs. A very good production and should be satisfactory in any theatre, especially with the male patrons.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

Legionnaires in Paris, (FBO), Al Cooke and Kit Guard.

BUSINESS: Excellent.

AUDIENCE REACTION: Satisfactory.

SUMMARY: A farce-comedy based upon the adventures of two A. E. F. buddies visiting Paris in 1927, as delegates to the legion convention. It is all fun with a real Paris background.

ENTERTAINMENT MERITS: 85 per cent.

BRIGHT BITS *and* NEWSY NOTES

Irving Hanover, Columbia home office representative, is in Omaha for about six weeks.

* * *

Bob Ditton, Long sign representative from Chicago, was in Omaha for a few days last week.

* * *

E. L. Alperson, formerly district manager for Warner Bros., has been promoted to the position of division salesmanager for the Vitagraph Corp.

* * *

Mr. and Mrs. A. Terman of the Lyric Theatre at North Bend, Nebr., visited the exchanges last week.

* * *

Bill Williams has been transferred from the St. Louis branch of Pathe to be head booker at the Omaha branch.

* * *

W. L. Denny of the Gem Theatre at Woodriver Nebr., called along Movie Row last week.

* * *

I. Beck of the Moon Theatre at Wilbur, Nebr., called on the exchanges last week.

* * *

Fred Horn has been recently established on the salesman staff of Universal.

* * *

The Empire Theatre at Storm Lake was somewhat damaged when a fire broke out in the booth, which burned the machinery and destroyed four reels of film. It was expected that the house would be opened Saturday. The Quality Theatre Supply Co. replaced the damaged machines.

* * *

"Skinny" Ebersol, formerly of the Majestic Theatre at Avoca, Ia., has bought the theatre at Holstein, Ia., from Seff Bros.

* * *

The Economy Poster Exchange, opened recently by Morris Okun and Jack Weinberg, is in no way connected with the Blizzard Fan Co.

* * *

E. P. Albertson, formerly with Fox Film Co., is now traveling for National Theatre Supply Co. in the Iowa territory.

First Annual Convention National Theatre Supply Company Is a Success

The first annual sales meeting and convention of the National Theatre Supply company was held in Chicago, January 11 to 19 inclusive, with all territorial sales and service representatives present, as well as practically all of the manufacturers whose equipment is embodied in the extensive lines distributed.

The first four days session of the convention was held for territorial salesmen, over 100 of whom were given practical demonstrations and sales talks by the manufacturers, together with exhibits and practical discussions of various lines of equipment in the Eighth Street Theatre. The business sessions of the salesmen's meeting were held in the ballroom of the Stevens Hotel. The policy of the company for 1928 was outlined and a general discussions of the methods of improving the service of the organizations were outlined and discussed at length.

H. A. R. Dutton, the president of the company, delivered the opening address at both sessions of the convention, and L. G. Dolliver, vice-president in charge of the western division, presided as chairman throught the convention. The last four days of the convention were devoted to the instruction of the national branch managers, all of whom were present, and the program arranged for the territorial salesmen with but a few exceptions, was repeated.

Complete theatre equipment service was the keynote subject of the entire sales meeting. The National one-contract equipment plan was outlined thoroughly and a general educational program was the outstanding feature of both sessions. The meetings were replete with many interesting lectures and talks by leading engineers of the motion picture equipment industry, as well as the engineers and equipment specialists of the company. The manufacturers' representatives who were present at all sessions expressed themselves as highly satisfied with the results accomplished.

The National Theatre Supply company expects to hold a similar sales convention annually and through this method their representatives are to be kept in touch with modern equipment practices and will be, it is claimed, in better position to serve the theatre owner, both in individual matters and in the complete outfitting of theatres.

Among the territorial salesmen present at the first four days session were: W. A. Hodges, H. H. Hunt, of Memphis, Tenn.; R. R. Marquis, J. C. Klock, S. Dawson of Oklahoma City, Okla.; O. S. Hazen, Salt Lake City, Utah; D. L. Kilby, Ralph Oviatt, of Kansas City, Mo.; E. P. Albertson, Roy Willett, E. I. Newman of Omaha, Nebr.; J. J. Greene, L. H. Waters, R. J. Dwyer, of St. Louis, Mo.; Harry Johns, T. Anglon, of Denver, Colo.; C. E. McConaughy, Roy Stewart of Indianapolis, Ind.; E. H. Forbes, Mr. Fritche, J. B. Schuyler of Detroit, Mich.; J. N. Gelman, H. D. Briant, J. V. LaMorte, D. W. Phillips of Cincinnati, O.; Ralph Eunson of Milwaukee, Wis.; J. J. Duffy, C. E. Williams, Leo Yancy, Frank Pearlman, L. R. Abbott, M. Morrison of Chicago, Ill.

Branch managers of the company present during the last half of the convention were: W. C. Denney, sales supervisor Central division; O. H. Dutton, sales supervisor Central division; B. Pearlman, Chicago branch; H. R. Vogel, Milwaukee branch; Jack Stallings, Cincinnati branch; J. C. Brown, Cleveland branch; R. G. Colvin, Detroit branch; D. K. Smith, Indianapolis branch; A. E. Thiele, Des Moines branch; J. J. Morgan, Denver branch; A. G. Smith, Kansas City branch; R. G. Faulds, Omaha branch; L. D. Edwards, St. Louis branch; A. DeStefano, Memphis branch and C. P. Anderson, Oklahoma City branch.

Film Bowling League Leaders Are All Tied

Three of the Des Moines bowling teams made a clean sweep of their games Monday night, winning three games each. The other three teams were very much out of luck, losing three games by very close scores. Three of the teams are tied for first place and the contests continue to be very interesting to the bowlers and their supporters.

Following is the team standing in the Des Moines Motion Picture Bowling League, to and including Monday, January 23:

Team	G.	W.	L.	Pct.
Pathe	42	24	18	570
Universal	42	24	18	570
FBO	42	24	18	570
First Nat'l	42	20	19	547
Paramount	42	21	21	500
M-G-M	42	10	29	238

Individual Averages

Levy	172	Miller	143
Groves	167	Palmquist	143
Roy	164	Thomas	138
B. McGivern	163	Beatty	138
Bamford	162	Tilton	137
Reese	162	Anderson	135
Thompson	160	Krestel	131
Phillips	158	Frankle	129
Melone	155	H. McGivern	129
Pratt	153	Sharp	128
Winn	151	D. West	122
Turgeson	148	Cordaro	120
Finter	145	Zimmerman	122
Frace	144	Woods	116
Curry	144	E. West	116

Independents See Relief In Brookhart Film Bill

The reaction coming from the discussion of the Brookhart bill seems to be that the independent theatre owner is going to receive some benefit from the bill whether it passes or not. Everybody connected with the motion picture industry realizes that some changes should be made in the standard uniform contract. Unless such changes are made by the committee which meets in Chicago within the next few days, the great majority of the independent exhibitors will support the bill.

The independent attitude right now is "wait and see" what they are going to do. Quick action in accordance with the "agreement" entered into at the Trade Conference might prevent a lot of trouble. Most men are inclined to want to work out their own salvation and if the average theatre owner thought he had a fair chance he would prefer to fight it out himself. However, many of them have just about decided they were fighting a losing battle contracting for film which provided for "forced arbitration" and signing a complicated agreement that cannot always be interpreted in a satisfactory manner.

Senator Brookhart is from Iowa and many Iowa exhibitors feel their responsibility just a little more on that account. They feel that any United States senator who is willing to make an effort to cure some of the ills of this business, as Senator Brookhart seems to be trying to do, deserves a lot of consideration. Several Eastern state associations have endorsed the bill and are working for the bill to be passed by Congress.

It looks as if the independent theatre owner might be in the saddle right now, if by united effort they could secure either an equitable contract or the passing of the Brookhart bill.—E. P. Smith.

In our search for women exhibitors in Iowa we have already discovered sixteen who are actively engaged in the business for themselves. This seems to be one kind of business that most women like, after they get into it. Hundreds of Iowa women are actively engaged in the work with their husbands but do not get credit for operating the theatre.

N-E-W-S B-R-I-E-F-S

Coast studios are experimenting with mechanical music for the purpose of inspiring players. The present system calls for a three piece orchestra which is said to eat heavily into the weekly pay roll.

* * *

The National Board of Review has passed a sex picture made in Germany by UFA, "Fools of Passion." It is the first time the board has unanimously passed a picture of this type.

* * *

Ten film players have been signed to appear in a series of one and two reel talking pictures to be made for Vitaphone. The players are Mitchell Lewis, Montague Love, John Miljan, Clyde Cook, May McAvoy, Carmel Myers, Hobart Bosworth, Bessie Love, Irene Rich and Rin-Tin-Tin.

* * *

Fatty Arbuckle is finding a good field in the vaudeville and presentation houses in and around New York. He is booked for a long period ahead.

* * *

Engineers of the General Electric Co. declare that sound and sight pictures performing simultaneously by transmitting through radio will reach a point of perfection within two to five years.

* * *

Renee Adoree was painfully injured while driving to Mount Lowe last week when a taxi in which she was riding was hit in attempting to avoid a large truck.

* * *

Universal is contemplating connecting its home office with the studio by radio. The plan will call for three stations; one in New York, one in St. Louis or Kansas City, and one in Los Angeles.

* * *

Lee Moran, screen comedian, has kept account of the number of pictures in which he has played. When he starts to work soon on the M-G-M feature, "The Actress," it will be his 951st production. He started with Al Christie back in 1911.

* * *

First and exclusive motion pictures of the romantic Foreign Legion are shown in a current issue of Pathe News, by special authority of the French government.

* * *

The Narwhal, one of the most famous ships used in motion pictures, has been chartered for the locale of the Metro picture, "China Bound." The ship was made in New Bedford, Mass., 75 years ago, and has been used in scores of film productions. It will be remembered especially as the locale for "The Sea Beast."

* * *

The popularity of "Helen of Troy" has started another "run" of similar types. Now Charlie Murray is coming out in a First National picture which will deal with the experiences of a modern politician in old time Greece.

* * *

Marie Prevost, who is essentially a comedienne, has been cast for a dramatic role in De Mille's "The Godless Girl."

* * *

Judge Goddard of the United States District Court in New York dismissed the case against First National relative to the title "Her Wild Oat." An injunction was brought by Samuel Cummings who owns the rights to "Some Wild Oats," a sex picture released in 1920. The judge said that the two titles were not conflicting.

* * *

Columbia has extended the scope of its foreign operations with the opening of offices in Mexico City by Columbia Pictures de Mexico. Senator Jos J. Reynoso, a prominent figure in financial and diplomatic circles in Mexico, is president of the new organization.

* * *

John Erskine, author of "The Private Life of Helen of Troy," is giving a proof of his versatility. He is going on tour with the New York Symphony Orchestra as pianist.

* * *

Five players who began their screen careers years ago with Fox are back again under the Fox banner after many years of separation. They are William Farnum, Estelle Taylor, William Russell, Tom Santchi, and Raoul Walsh.

* * *

Jesse L. Lasky has picked eleven supporting players who he believes will be in starring roles during 1928. The eleven lucky ones are Ruth Taylor, Louise Brooks, Nancy Carroll, Mary Brian, Fay Wray, Gary Cooper, James Hall, Richard Arlen, Charles Rogers, Lane Chandler, and Jack Luden.

While filming a battle scene for "The Red Dancer_ of Moscow," at Truckee, Cal., Daniel Silverwood, an extra, was killed. He approached too near a dynamite explosion.

* * *

Invention of a device for taking moving pictures inside the human body is credited to Dr. J. F. Montague of New York. It consists of a camera to which is fastened a long thin tube, containing lenses and a battery of minute but powerful lights. The patient swallows the tube, the lights are turned on, the camera clicks and the celluloid is developed in the ordinary manner.

* * *

The Hays organization has announced that 200 books and plays were rejected by producers during the past year. The books and plays were of the best seller type.

* * *

Mr. and Mrs. Hal Roach have started on a round-the-world cruise. Roach will not be back at the studios until next summer.

* * *

Lois Moran has inherited $35,000 from an aunt who died recently.

* * *

Reginald Denny has announced that he would accept a vaudeville contract for eight weeks if the Universal studios shut down temporarily.

* * *

James Seymour has been appointed publicity manager of the FBO studios. Seymour formerly was publicity director for Harvard University.

* * *

The S. S. Belgenland which left New York last week for its annual round-the-world cruise, has on board eight Warner Brothers program pictures and two extended run productions for amusements during the voyage. The specials are "The Better 'Ole" and "When a Man Loves."

* * *

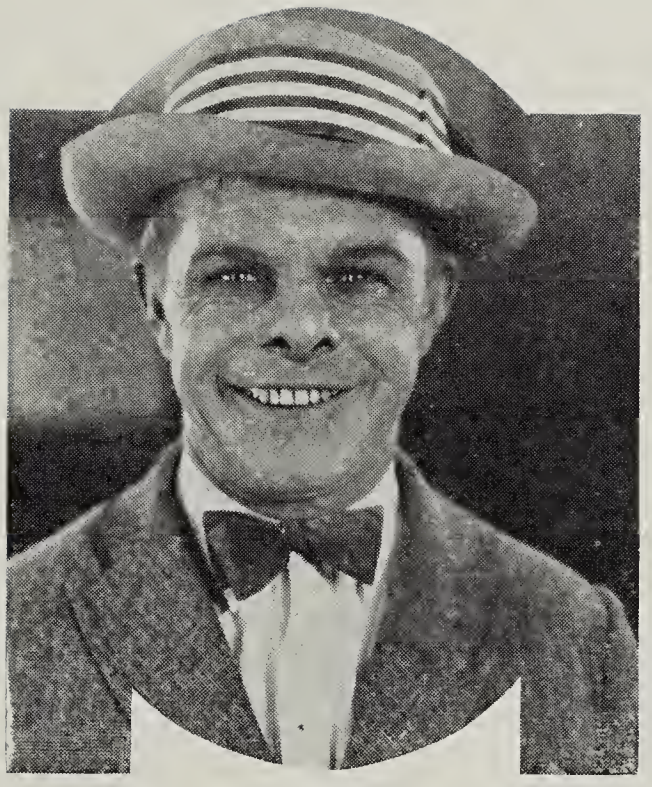
According to a survey by Pathe, the south holds first place in the demand for western features; the mid-west second; the west third; and the east fourth.

* * *

Molly O'Day's contract with First National has been extended a year. Miss O'Day broke into prominence in "The Patent Leather Kid."

PICTURE NEWS

TOLD IN PICTURES



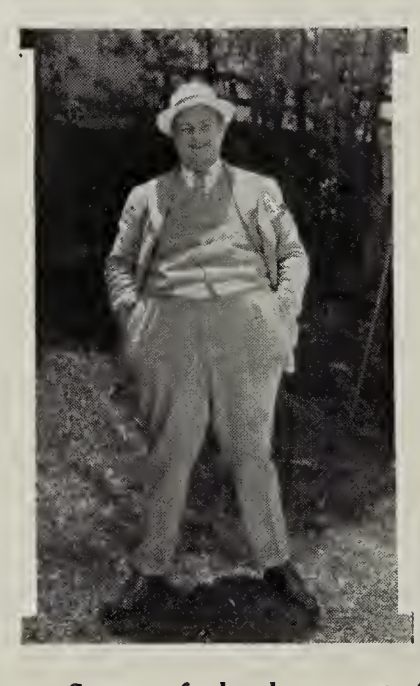
KIT GUARD

Typical of the youth of America, in his love of adventure and fun, is Kit Guard, who is a featured FBO player in "Legionnaires in Paris," one of the pictures emphasized in the FBO Grand February Jubilee.

A crowd and a ballyhoo that any exhibitor would envy. Part of the throng on Broadway that watched a long line of cadets march up the Great White Way in New York to witness "Dress Parade," the Pathe-De Mille feature showing at the Strand Theatre.

"Big Boy," the dimpled star of the Big Boy-Juvenile comedy series released throug Educational Exchanges, Inc.

Carmel Myers and Richard Tucker in "The Girl from Rio," a Gotham production.



Some of the heavy stuff in FBO's Standard Fat Men comedies. At the left is Mr. Carr and at the right is Mr. Alexander. Strange as it may seem, Mr. Carr's cognomen is "Fat" and Mr. Alexander's is "Fatty."

Little Mary Ann Jackson seems to be a "case." At least she's in one now. To say nothing about being fresh! Mary Ann is a dimunitive star in Mack Sennett comedies.

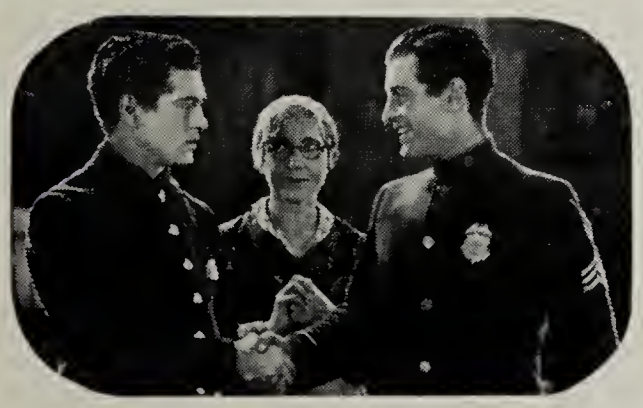
Hoot Gibson, (at right), stars in pictures of the wide open spaces and where men are men, as anyone can see from the glimpse of this Universal star. His latest is "Wild West Show."

Our old friend, Lloyd Hamilton, the hero with the haughty expression, is in again with another Educational-Hamilton comedy. This one is called "At Ease," and it's said to be a wow. We think we like Lloyd just as well wearing a campaign hat as under the jaunty cap that generally serves him as chapeau.

Exotic Jetta Goudal is starred in "The Forbidden Woman," one of those Foreign Legion pictures in which Victor Varconi and Joseph Schildkraut also are featured.

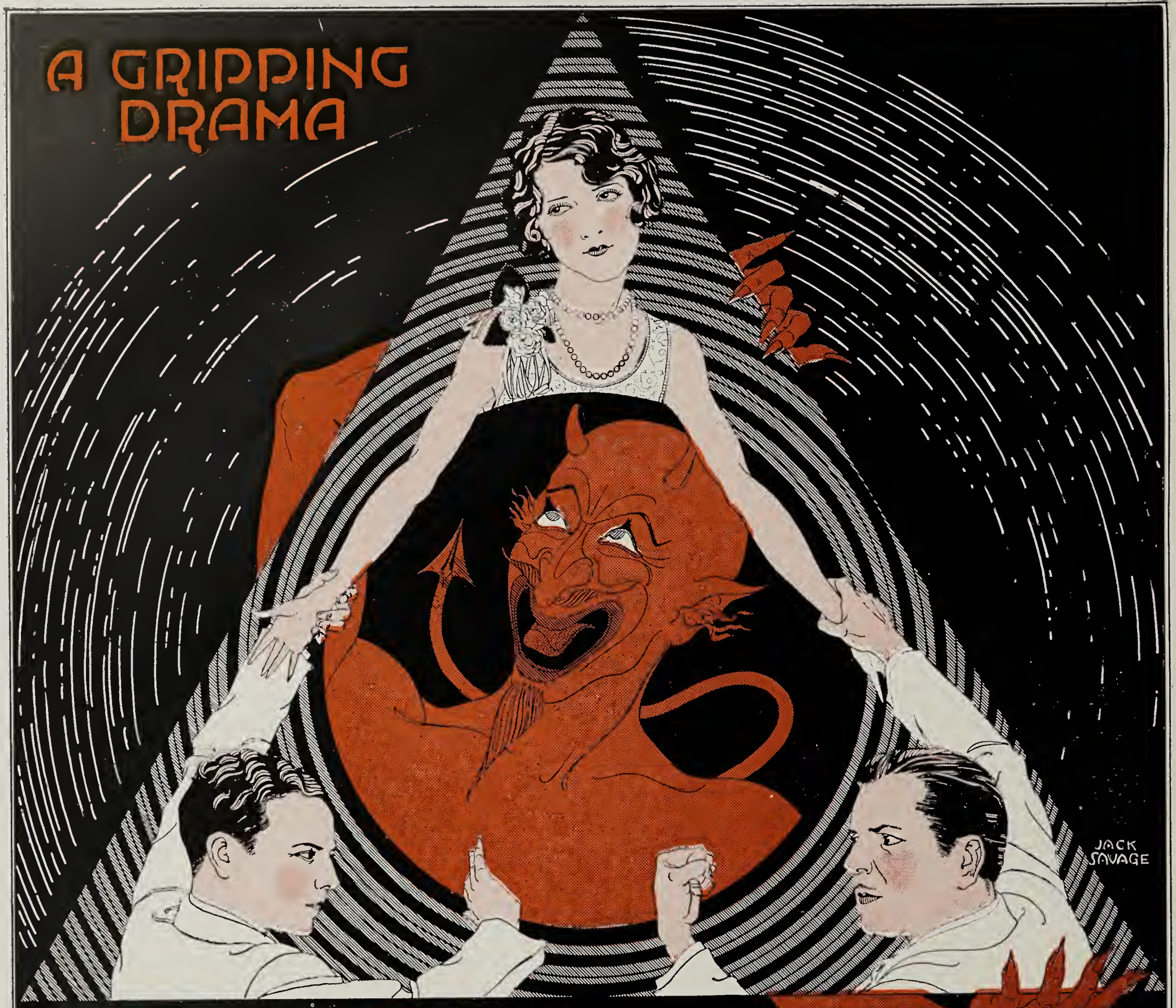
Everything is South American now. Carmel Myers this time is setting aflutter the heart of the Argentine star, Edouard Raquello, in the Gotham production, "The Girl from Rio."

Leo Maloney is not one of the four out of every five that dentifrice advertisements tell about, if this photograph is any sign. The sombrero and knotted 'kerchief identify him as one of the he-men who ride horses in Pathe Westerns. Anyway, Leo is one of the greatest of the hard-riding stars of the films. Two of his specials are "The Devil's Twin" and "The Apache Rider." He also wins because he is also a producer and director of Westerns, as well as star.



Rex Lease, Sarah Padden and Cullen Landis in "Heroes of the Night," made by Gotham.

A GRIPPING DRAMA



"The TRAGEDY of YOUTH"

By ALBERT SHELBY LE VINO

With WARNER BAXTER - PATSY RUTH MILLER
BUSTER COLLIER - CLAIRE McDOWELL
HARVEY CLARK - MARGARET QUIMBY
STEPPIN FETCHIT - BILLIE BENNETT

DIRECTED BY
GEORGE ARCHAINBAUD

ONE OF THE 24 GEMS FROM TIFFANY-STAHL

TIFFANY-STAHL PRODUCTIONS INC
The Better Entertainment

TIFFANY - STAHL PRODUCTIONS, INC.
M.H. HOFFMAN, VICE PRES.
1540 BROADWAY NEW YORK CITY

E. A. Eschmann Becomes Columbia Sales Manager

E. A. Eschmann, one of the most widely known executives in the distribution and sales end of the industry, has joined Columbia Pictures and is to have complete charge of all matters pertaining to distribution and sales.

Mr. Eschmann fomerly was general manager of distribution for First National and Pathe. He also was connected with United Artists as assistant to Hiram Abrams. When the consolidation of Pathe and P. D. C. was effected, Mr. Eschmann was made eastern distribution manager. It is understood that Mr. Eschmann, whose official title with Columbia is that of general sales manager, enters the company under an arrangement that virtually assures him of a participating share in the business.

C. H. Macgowan, who has recently been concentrating his efforts on the sales end for Columbia, has been made general manager of the company.

Release "Lady Raffles" Starring Estelle Taylor

"Lady Raffles," one of Columbia's most pretentious productions of the season, has been selected as the company's third and last January release. The other two are "The Wife's Relations" and "That Certain Thing."

"Lady Raffles" marks Estelle Taylor's return to the screen after an absence of a year. Although she has been constantly before the public in productions filmed a year or even two ago, this will be the first new picture featuring Miss Taylor since she made her hit in "Don Juan."

Roland Drew, latest screen lover to spring into prominence, has the masculine lead and will also make his first appearance, although he gained his fame in "Romana," not yet officially released. Lilyan Tashman is the third featured member of the cast, which includes Ernest Hilliard and Winifred Landis.

Name New Shearer Film

"The Latest From Paris" has been selected as the new title of Norma Shearer's forthcoming starring vehicle, an original by A. P. Younger dealing with the humorous adventures of a traveling saleswoman and formerly known as "Pullman Partners." This photoplay is scheduled for general release on January 28. The cast includes Ralph Forbes, George Sidney, Tenen Holtz, Bert Roach, William Bakewell and Margaret Landis.

SHORT SUBJECTS

Spice of the Box Office

Always a Gentleman

Educational—Two Reels

Lloyd Hamilton in one of his best for some time. Three golfers are awaiting for a fourth person to make up a foursome when along comes Lloyd who accepts their invitation. Of course there is a great deal of hokum in the various methods of hitting the ball and Lloyd finds himself continually hitting Dr. Clark of the local sanitarium. Lloyd's three companions ask him home for lunch. When they arrive Lloyd finds himself in a lunatic asylum where old men are playing with kiddie cars, playing traffic cop, and other foolish enterprises. He goes to the head of the hospital and finds it is the person whom he had been hitting all afternoon. After a great deal of slapstick Lloyd manages to escape.

Spook Spoofing

M-G-M—Two Reels

This is an Our Gang comedy with the same gang in the gang. Farina is the victim of the gang's unkind intentions and he is made to go through enough scary situations to turn his hair white. His friends make him believe that he has killed one of the gang and demand that he bury his victim in a very spooky graveyard. Farina obeys and drags his supposed victim in a sack to the cemetery where the rest of the gang hop around in weird attire to scare the little black boy. Then comes an eclipse of the sun, the day is suddenly turned to night and then the entire outfit is thrown into confusion.

Run, Girl, Run

Pathe—Two Reels

A Mack Sennett bathing beauty comedy with Daphne Pollard heading the cast. There is an entire sequence in natural color which adds beauty to the picture. The theme is light concerning Miss Pollard as the coach of the girl's track team who must win the college track meet to keep her job. Carole Lombard wins the final dash and all ends happily.

A Disordered Orderly

Universal—Two Reels

George rescues a pretty girl from a bold adventurer who is about to make her walk home. The next day he enlists in the army to please his sweetheart. His captain turns out to be the villain of the day before. He puts George on kitchen police duty but the girl intercedes for him and he is promoted to the position of orderly to the captain who makes George drive him to the girl's home. George drives so badly that the officer arrives at the girl's home with a piece torn out of his seat. While he sits on the window sill talking to the girl, George goes outside and sews a piece on the opening. A telegram drops out of the captain's pocket. Later the major arrives saying that one of the officers is a spy. George produces the telegram proving that his captain is supplying information to the enemy.

All Wet

Universal—One Reel

Oswald has a "hot dog" concession on the beach. Along comes dashing Miss Rabbit. Oswald immediately closes shop and tries to flirt with her. She is adamant. Oswald bribes the life guard and takes his place hoping to make a hit with the young lady. Miss Rabbit seeing him in his new role is much enamored and hoping to attract attention goes rowing—well beyond shore she dives overboard and yells for help. Oswald doesn't know she has a life preserver and dashes to the rescue. A cruel fish almost turns Miss Rabbit's joke into a tragedy but Oswald saves her and all is bliss.

Wildcat Valley

Educational—Two Reels

Johnny Arthur stars in this Tuxedo two reeler and Estelle Bradley plays in support. Johnny is a mountain boy whose family is in constant feud with a neighboring clan. He seems to be a cowardly sort of a fellow, showing fear at every loud noise. Johnny is in love with Estelle, the daughter of his father's worst enemy. Estelle's three brothers continually bully Johnny and Estelle is disgusted with his cowardly actions. Resolving to show that he is not afraid he goes into the woods and meets the brothers. He makes an improvised slingshot with a pair of trousers and a clothes line and fires water melons at his enemy, causing a general retreat. Estelle then realizes that her hero is not a coward.

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

Remarks _____

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Star _____

Producer _____

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Exhibitor's Name _____

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House Name _____

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Kind of Patronage _____

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Town _____

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State _____

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Styles Halt Production At Universal Studios

Carl Laemmle, president of Universal Pictures Corporation, from his studio in Universal City has authorized the following statement be given out from the company's headquarters in New York:

"Production activity at Universal City will be greatly curtailed or entirely suspended sometime in February. Our production program is so far in advance of our requirements that such a program for the year beginning September, 1928, has been completed. And of course the entire quota of pictures for the current year is finished. 'We Americans' was the only production of this year which was not completed by last September. It has just been finished.

"It would be possible for us to finish our entire year's program of pictures for 1928-1929 by June or July, if the studios were operated at the present rate of production. But there is grave danger in making pictures a year and a half to two years in advance of their release dates. Women's styles change so rapidly and Los Angeles is so far away from the source of these styles that a producer is incurring the penalty of having his pictures look old and out of style when they finally reach the screen.

"Millions of women in the United States look to moving pictures for up-to-date styles and ideas on how to dress. For this reason, it is absolutely necessary that the styles in moving pictures be as authentic and up-to-date as possible.

"Two of our road show pictures have been completed—'Uncle Tom's Cabin' and 'The Man Who Laughs,' on which the last shot was taken recently. 'Show Boat' is not scheduled to go into production for some little time yet, and 'Broadway' is not ready to be shot. There are fifteen companies working at the present time, and ten pictures ready to go into production. But from the standpoint of releasing, it would be possible to wait an entire year before these were put into work. We are doing our utmost to terminate as much production activity as possible sometime in February without working a hardship to any of our employes."

Most M-G-M Stars Are Natives of Small Towns

A canvass of the birthplaces of more than forty Metro-Goldwyn-Mayer stars and featured players shows a decided victory for what is slangily referred to as "the sticks." But six large cities contributed to this list of screen players. New York gave three: Marion Davies, Edward Connelly and James Murray, while Chicago's quota was Polly Moran.

Philadelphia and San Francisco each furnished two. The former, Eleanor Boardman and Lionel Barrymore, and the latter, Roy D'Arcy and Aileen Pringle. Los Angeles gave one, Jackie Coogan. The city-born list is concluded with Bert Roach. He came from Washington, D. C.

John Gilbert came from Logan, Utah, while Conrad Nagel was born in Keokuk, Iowa. Lon Chaney, Marceline and Alice Day came from Colorado Springs, Colo., William Haines was born in Stanton, Va., and Tim McCoy at Saginaw, Mich., Johnny Mack Brown was born in Dothan, Alabama, while Dorothy Sebastian was born in Birmingham.

The following list of players and birth places cinches the victory for the rural communities, or medium sized towns: Neil Neely, Moody, Tex.; Joan Crawford, San Antonio, Tex.; Fay Webb, Santa Monica, Calif.; George Cooper, Newark, N. J.; Sally O'Neil, Bayonne, N. J.; Gwen Lee, Hastings, Neb.; Frank Currier, Norwich, Conn.

Four Varied Pictures for February Dating

First National is releasing a list of pictures during February which includes a high-powered love drama, a character comedy, western rapid-action, and a farcial adventure in the air. Ned E. Depinet, general manager of distribution, has scheduled the February releases in the following order:

Feb. 5—"The Whip Woman," in which Estelle Taylor and Antonio Moreno have the leads, with Lowell Sherman, Hedda Hopper and Julanne Johnston in secondary leads. The action takes place in rural Hungary and in Budapest following the war.

Feb. 12—Harry Langdon in his latest comedy, "The Chaser." Supporting the star are Gladys McConnell, Arthur Thalasso, Aileen Manning, Bud Jamimson, Blanche Payson, Milly Webb, Helen Hayward and others.

Feb. 19—Ken Maynard in "The Wagon Show." Maynard and his horse, Tarzan, both have excellent roles in this tale of a small circus which was stolen by a rival magnate of the sawdust ring.

Feb. 26—"Flying Romeos," featuring Charlie Murray and George Sidney, who impersonate two rival tailors who become involved in some farcial airplane adventures.

CURRENT RELEASES

(Week of January 29, 1928)

EDUCATIONAL

Dog Days, Outdoor Sketches, (1).
High Strung, Jerry Drew, (2).
All Set, Wallace Lupino, (1).

FIRST NATIONAL

The Noose, Richard Barthelmess, (7).

FBO

Wizard of the Saddle, Buzz Barton, (6).
Little Mickey Grogan, Frankie Darro, (7).
All Washed Up, (2).

FOX

A Girl in Every Port, Victor MacLaglen, (7).

METRO-GOLDWYN

The Divine Woman, Greta Garbo, (7)
Leave 'Em Laughing, Roach (2).
Jungle Round Up, Oddity, (1).

PARAMOUNT

Gentlemen Prefer Blondes, Ruth Taylor, (7).
Peaks of Destiny, Foreign Cast, (6).
Save the Pieces, Bobby Vernon, (2).
Shadow Theory, Krazy Kat, (1).

PATHE

Man Without a Face, No. 3, (2).
Wandering Minstrel, Fable, (1).
Cowboy Cavalier, Buddy Roosevelt, (5).
Love at First Sight, Sennett, (2).
Run, Girl, Run, Sennett, (2).

UNIVERSAL

Rawhide Kid, Hoot Gibson, (5).
Call of the Heart, Dynamite, (5).
By Correspondence, Arthur Lake, (1)
Horns and Orange Blossoms, Charles Puffy, (2).
Start Something, (2).
Brand of Courage, Bob Curwood, (2).

WARNER BROTHERS

A Race for Life, Rin-Tin-Tin, (7).

Vocafilm To Create New Type of Artists

With additions to the Vocafilm staff and negotiations under way for various types of acts, the Vocafilm Corporation of America is now preparing to get under way at once on its regular schedule of productions, musical numbers and acts. Vocafilm, which is to be placed on the market by Educational Film Exchanges, Inc., has completed a number of musical "acts" since the perfection of the Cocafilm machine, and it is probable that some of these will be released in the near future by Educational.

Vocafilm has a completely equipped studio immediately adjoining its offices on Fifth Avenue, New York City. Vocafilm, in its efforts to release to exhibitors the highest type of picture-and-sound entertainment, will not confine itself to famous artists who have names for themselves in vaudeville, opera, musical comedy or on the concert stage. On the contrary, Vocafilm will be guided to a certain extent by the experiences of various radio broadcasting stations, which have found that it is not always the famous artist who registers best before the "mike."

Those in charge of Vocafilm production believe that this is a new art and that new artists can and will be created for Vocafilm, just as the radio has created new artists with tremendous appeal to radio listeners. In addition to the "acts" and other numbers now being arranged Vocafilm is planning to synchronize a number of regular motion picture releases with symphony orchestral music.

FBO Has Completed All of 58 Features on Program

With production on "Sally of the Scandals" well under way, the third week in January marked the completion of the 58 feature productions on FBO's 1927-28 program. This picture has Love in the leading role.

Other productions recently completed include "Alex The Great," with Skeets Gallagher in the leading role, and "Crooks Can't Win," an underworld melodrama with Ralph Lewis and Thelma Hill in the leading roles.

Other productions for which release dates between now and August have been set include "Her Summer Hero," February 12; "Wallflowers," February 16; "Chicago After Midnight," March 4; "Beyond London's Lights," March 18; "Freckles," a Gene Stratton-Porter story, March 21; "Crooks Can't Win," April 7; "Red Riders of Canada," April 15; "The Little Yellow House," April 24; "Skinner's Big Idea," with Bryant Washburn, May 11; "Alex The Great," May 13; "The Devil's Trade Mark," May 28; "Loves of Ricardo," with George Beban, June 17, and "Sally of the Scandals," July 15.

There's only one place that makes money without advertising—the U. S. Mint

Few theatres these days can be called mints. Every exhibitor has to advertise his shows—but just any old advertising won't get the business. It takes copy with snap, spice, punch. We're offering to give you FREE a book containing many such pieces of copy—not a treatise full of theories on advertising—but the "real stuff"—ready for your use—"GO-GETTER" copy that never fails to bring in the patrons.

Would you give ten dollars for something that would make you a hundred?__ _OF COURSE, YOU WOULD!

Well, here's something that costs you only One Dollar and can make you a Thousand!

Contents of "The IDEA"

Policy Advertising copy (with illustrations)
Headlines, catch lines, and phrases
Romantic copy
"Heavy" copy
Unusual copy
Program copy
Star copy
"Jazzed" copy
Comedy - Drama copy
Society copy
"Mother" copy
Melodramatic, thrill and western copy
Miscellaneous copy

Date _____1928

Associated Publications, Inc.
Glover Bldg., Kansas City, Mo.

Here's my dollar for a copy of THE IDEA.

Name _____

Theatre _____

Address _____

Town_____ State _____

Dancing Legs Exploit "Silk Stockings" Film

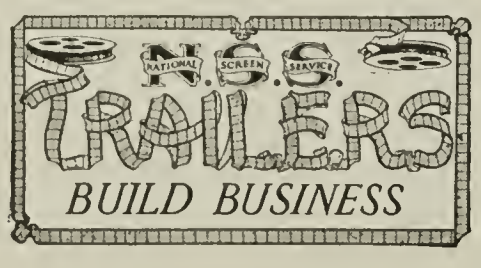
There was nothing dead about Exploiteer H. D. McBride and the manager of the Yost Broadway Theatre when it came to putting over Laura La Plante's "Silk Stockings" during its run at Santa Ana, Calif. They secured a tie-up with a distinctive shoe shop which devoted a window display to the exploitation of "Silk Stockings" in a unique manner.

A young lady with musical comedy legs wore a pair of well known hose and shoes. Her body and face were hidden behind velvet drapes; her legs kept doing the Charleston and black bottom so animatedly that crowds gathered around the window all day. A large sign on the velvet drape announced Laura La Plante in "Silk Stockings" at the Yost Broadway. Another placard testified that Miss La Plante preferred the advertised hose and shoes.

Boy-Cat Stalks Streets For "Cat and the Canary"

F. F. Vincent, Universal exploiteer, pulled a new one out of the well filled bag of tricks promoting "The Cat and the Canary." He got a costume of a cat from a local costumer in Ogden, Utah, and had a boy wear it on the streets. A sign on the cat's back announced the playydate at the Egyptian Theatre. The cat attracted an enormous amount of attention. Exhibitors are warned to beware of dogs if they use this stunt for Universal's thriller.

In connection with Vincent's campaign, he arranged with a dance hall to stage a Cat and Canary dance. A 24-sheet inside the dance hall told the story and 500 novelty caps with a black cat on the front gave the proper atmosphere.



College Flivver Parade Boosts "The Fair Co-Ed"

Collegiate flivvers parading the down town street in competition for cash prizes furnished not only a great deal of amusement to the citizens of Dallas, Texas, but were also instrumental in getting a great deal of exceptional publicity for Marion Davies's Cosmopolitan starring vehicle, "The Fair Co-ed," when that M-G-M picture played at the Melba Theatre. Ernest Emmerling, manager of the Melba, assisted by an M-G-M exploiteer, ran the flivver parade.

One week in advance of the playdate announcement was made during chapel exercises of the Southern Methodist university regarding the date of "The Fair Co-ed" and the collegiate flivver parade. The rules were that anyone could enter their flivver just as long as they had "The Fair Co-ed" prominently lettered on the car or on a card attached to same. It was also announced that Marion Davies would give her personal check for the three prizes, totaling $500. Miss Davies' check was secured and displayed in a special frame in the lobby of the theatre.

There were 35 entries in the parade. The parade was headed by the university band of 50 pieces, which was secured by inviting the band to attend the picture in a body. The parade was held just before the S. M. U.-Baylor university game and caught the downtown crowds at the Saturday peak. The prizes were presented before a house that represented most of the student body on the third night of the playdate.

The college hook-up was further worked by having Marion Davies send a wire to the cheer leader of the Southern Methodist university student—the telegram addressed to reach him and be delivered on the football field in front of the student section of the stadium between halves. The subject matter of this telegram was that Miss Davies wished S. M. U. victory over Baylor. A similar wire from Johnny Mack Brown was sent to Gerlad Mann, captain of the team, and was signed Johnny Mack Brown, halfback U. of Ala., Southern Conference Champions '24-'25-'26. Both wires were published in the college daily. The Davies wire was read through his megaphone by the cheer leader to the student section.

Use Oriental Rugs To Exploit "Ben Hur"

A very pretty rug display, tied-up to the showing of Metro-Goldwyn-Mayer's "Ben Hur" at the Majestic Theatre, Columbus, Ohio, was a great aid in putting that Ramon Novarro starring vehicle over to a big gross. Manager Johnny Jones did the exploitation work on this feature, aided by an M-G-M exploiteer.

The rug dealer, who handles only the best oriental importations, is located in the Niel House, one of Columbus' best hotels. At this choice location Manager Jones installed a window display. The oriental interest of "Ben Hur"' was tied-up to the oriental origin of the rugs. The three-sheet size oil painting on "Ben Hur" was used as a centerpiece, about it rugs and neatly framed scene stills from the photoplay were placed.

An arrangement was made with the Columbus public library whereby it distributed 5,000 special bookmarks on the attraction. One bookmark was placed in each book which left the library for the week preceding and during the run. The library also donated their bulletin board for an announcement of the film and a display of stills.

The Sisters of Mercy from a local nunnery were entertained at a morning matinee to a showing of this spectacle. The sisters were especially grateful for this courtesy, as they are forbidden by the laws of their order to attend public performances, and this private showing was a great privilege.

The PICTURE GUIDE

Little Tips on New Pictures

Coney Island

Distributed by FBO.

STAR: Lois Wilson.

SUPPORT: Lucila Mendez.

TYPE: Melodrama.

TIME: Present.

LOCALE: Coney Island.

LENGTH: 7 reels.

SYNOPSIS: Tammany Burke operates roller coaster ride at Coney and Joan Wellman is his ticket seller. As the 4th of July approaches Tam hopes to pay off his note to Cooper, a financial baron. Bob Wainright, a young millionaire infatuated with Joy Carrol, a cabaret singer, visits the park and meets Joan, falling in love on sight. Joy becomes jealous and she seeks aid in Cooper to make things come her way. In Cooper's apartment she learns of a plot to wreck the roller coaster. She warns Bob who rushes to the park in time to save a horrible accident, despite his ill feelings toward Tam. The events throw Tam and Joan together again and reunite Joy and Bob.

HIGHLIGHTS: The Coney atmosphere, the arrival of the police, saving of the roller coaster.

The Last Command

Distributed by Paramount.

STAR: Emil Jannings.

SUPPORT: Evelyn Brent.

TYPE: Russian romance.

TIME: 1914 and the present.

LOCALE: In Russia and America.

LENGTH: 8 reels.

SYNOPSIS: The story opens in Hollywood where Jannings is an extra in picture studio. He is poor, bearded, and decrepit. He is chosen to portray the part of a Russian general at the time of the Russian revolution. In his dressing room his mind wanders back to the time he was a general in real life. The picture fades back several years. Jannings is a Russian general. He saves a girl from the passions of some of his own officers and arrests the girl's lover, a Red. Seeking revenge the girl goes to the General's room to kill him but they fall in love. The Revolution arrives and the general helps the girl to escape from Russia. The girl is killed in a railroad wreck although the general does not know it. He starts to search the world for her. In Hollywood the Red and the General meet. The Red is a director—the General an extra. To humiliate the General the Red gives him a role of a general. And in a movie charge across the imaginary battlefield the old man is killed to win the admiration of the Red.

HIGHLIGHTS: Acting of Jannings, the settings, the picture within the picture.

The Noose.

Distributed by First National.

STAR: Richard Barthelmess.

SUPPORT: Alice Joyce.

TYPE: Underworld drama.

TIME: Present.

LOCALE: An American city.

LENGTH: 7 reels.

SYNOPSIS: Nicky Elkins has killed Buck Gordon and when arrested, he refuses to give a reason for his act. He is given trial and sentenced to hang. Even before the governor and the governor's wife he refuses to tell why he killed the other gangster. In his cell he reviews the events which lead up to the fatal shooting. Buck had revealed to Nicky that he, Buck, was Nicky's father and the governor's wife is Nicky's mother. Badly shaken by this news, Nicky refuses to obey Buck's commands and in an argument Nicky had shot him. The governor's wife, who knows the truth of the situation, pleads with her husband to pardon the boy, but she is refused. On the night of the execution the sentence is commuted. A note written by Nicky had arrived saying he had "done it for my mother." The governor pardons him.

HIGHLIGHTS: Hi-jacking scene, the shooting, the night of execution, acting of Barthelmess.

The Student Prince.

Distributed by Metro-Goldwyn.

STAR: Ramon Novarro.

SUPPORT: Norma Shearer.

TYPE; Romantic drama.

TIME: Present.

LOCALE: Heidelberg.

LENGTH: 7 reels.

SYNOPSIS: Prince Karl, heir apparent to the throne, is sent away to school at Heidelberg with his tutor, Dr. Juttner. At school the young prince takes up the customs and habits of his fellow-students and becomes a favorite. At the favorite inn Karl meets Kathie, the niece of the inn keeper. It seems to be a case of love at first sight. It is spring and Kathie finds pleasure in strolling through the woods. Dr. Juttner receives word that the prince must be shown the picture of his future bride, Ilse. The old tutor hasn't the nerve to break the hearts of the young lovers. Then comes word that the king is dying. Karl is rushed home. The king dies, Karl is placed on the throne, and Ilse is given him in marriage. In a drive through Heidelberg with his loveless bride he sees Kathie, who no longer sings in her daily tasks.

HIGHLIGHTS: Student scenes, the settings, the parting of the lovers.

Naughty.

Distributed by First Division.

STAR: Pauline Garon.

SUPPORT: Johnny Harron, Walter Hiers.

TYPE: Comedy Drama.

TIME: Present.

LOCALE: Seaside resort.

LENGTH: 6 reels.

SYNOPSIS: Mildred Jones, a pretty young shopgirl, visits a fortune teller who informs her that she will never meet her future husband over her counter. The girl goes to a swell seaside resort and soon meets up with an attractive young physician, a Dr. Smith. Before a week elapses they are madly in love with each other. He stops her just as she is about to return to the city and proposes marriage. She accepts. An individual passes, garbed as a minister. He performs what they believe to be a wedding ceremony. Late that night they arrive at Smith's residence. Smith receives a phone call from an attorney who immediately rushes up to see him. Before the lawyer arrives, Smith opens a letter and discovers that he will not inherit his uncle's estate if he is married at the time of the reading of the will. The girl poses as a housemaid. A hilarious series of situations result, and in the end a captured burglar proves to be the individual who had posed as the minister. So it ends delightfully for the lovers who prepare to take over the estate—and get married immediately.

HIGHLIGHTS: The fake marriage, comedy situations.

Sterns to Spend More On Comedies for 1928

Julius Stern, president of the Stern Film Corporation, makers of Stern Brothers Comedies, left New York for Hollywood last week accompanied by his studio chief, Sigmund Newfield, to launch what he calls the greatest production season in the history of the comedy organization. It is his intention to increase the number of companies now working at the Stern studio.

Although no figures have been announced, it is understood that next year's comedy production at the Stern lot will mount very close to $1,000,000. No increase in the number of pictures is contemplated, which means that increased production costs will go into picture improvement. There will be a decided increase in production value in all of the Stern product. Every series will get the benefit of better scripts, better casts, better sets and more care in direction and technique, according to Stern.

New Sally O'Neill Film

Tiffany-Stahl Productions announce that work is about to start on the new Sally O'Neill picture, with Ralph Graves signed to play opposite the Tiffany-Stahl star. Eddie Gribbon, Sylvia Ashton and Jean Laverty have also been engaged for principal roles. This production is being directed by George Archainbaud under the working title of "Saturday Night."

Janet Gaynor Signs New Five-Year Contract

Janet Gaynor has signed a new five-year contract to be starred in Fox Films. With her goes Charles Farrell, who escorted her up the heights of "7th Heaven," and who has just completed "Street Angel" with her.

Mis Gaynor and Farrell will have promising roles in "Blossom Time," based on the musical play dealing with the youth of the famous composer, Franz Schubert. This operetta had a remarkably long run of half a dozen years on the stages of the country.

Scenes will be taken in the original settings of the story, under the direction of Frank Borzage, who manipulated the megaphone for "7th Heaven" and "Street Angel." Accordingly Miss Gaynor will be sent to Vienna and France along with Farrell. This will be after she has finished her role in "The 4 Devils," which F. W. Murnau is now directing at Hollywood.

The Idea

—a sure cure for that pernicious theatre ailment — empty seats. THE IDEA is a SEAT SELLER—and how!

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Start Filming of "Be Yourself, "Starring Denny

Filming of "Be Yourself," Reginald Denny's newest production for Universal, started last week under the direction of William A. Seiter.

Mary Nolan is playing the leading feminine role. Dorothy Gulliver appears in a featured role as her younger sister. The supporting cast embraces Otis Harlan, William H. Tooker, Bull Montana, Sailor Sharkey and William Davidson.

"Be Yourself" marks the return of the Denny-Seiter combination responsible for many of the screen star's successes.

Seven First National Pictures in Production

Seven important First National pictures are now in the making at the West Coast Studios, each of a distinctly different character and all with notable casts.

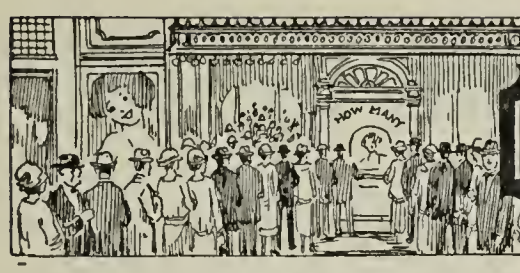
Colleen Moore's "Lilac Time" has now taken the star and company to location on a ranch near San Juan Capistrano where they will remain for about a month making exterior scenes. George Fitzmaurice is directing Miss Moore and Gary Cooper plays opposite the star. Two hundred players are in the cast.

Richard Barthelmess is on location in the California hills, for scenes in "The Little Shepherd of Kingdom Come." Molly O'Day has the feminine lead. Milton Sills is engaged upon interior scenes for "Burning Daylight," from the story by Jack London. Doris Kenyon plays opposite.

"The Heart of a Follies Girl," starring Billie Dove, is well under way. Charlie Murray and Louise Fazenda are disporting in a comedy which takes the funmakers to ancient Greece for some hilarious episodes. Vaudeville and life behind the scenes are represented in "Lady Be Good," which features Dorothy Mackaill and Jack Mulhall.

Lowe To Do "Lonesome"

Edward T. Lowe, Jr., screen writer, has been signed by Universal to do the adaptation and continuity of "Lonesome." He is to work in collaboration with Paul Fejos, youthful director who produced "The Last Moment."



BOX-OFFICE REPORTS

COLUMBIA

Paying the Price.—Very good.—Ira Stevens, Whynot, Greenfield, Ind.

The Wreck.—Picture O. K. and business good.—Ira Stevens, Greenfield, Mo.

Pleasure Before Business, George Sidney.—A good program picture with plenty of comedy. It's something everyone likes.—J. B. Weddle, Walnut, Lawrenceburg, Ind.

The Blood Ship, Hobart Bosworth.—A very good picture and one that pleased all who saw it.—Amusu, Jacksonville, Ind.

The Tigress, Jack Holt.—They all left praising this picture. This one has everything—mystery, love, action and thrills.—O. J. Chandler, Diana, Tipton, Ind.

FBO

Gallopin' Thunder, Bob Custer.—A western that western fans liked fairly well.—Joe Hagen, Rex, Cromwell, Okla.

FIRST NATIONAL

The Devil's Saddle, Ken Maynard.—A western thriller that pleased all. Exceptionally fine print.—E. L. Currier, Rialto, Nelson, Neb.

Naughty But Nice, Colleen Moore.—You can't beat this one. I think it's Colleen's best. Pleased 100 per cent.—Arthur Ganstead, Liberty, Clarence, Ia.

FOX

What Price Glory, Dolores Del Rio.—Went over big during the deadest week of the year—Christmas week. Used several tie-ups and brought the crowd from the neighboring towns. Had it been any other week the receipts would have doubled. Book and buy "What Price Glory." It will make you money.—James Zartaludes, Victorian, Sapulpa, Okla.

High School Hero, Sally Phipps.—A keen show that will please 100 per cent.—E. L. Currier, Rialto, Nelson, Nebr.

GOTHAM

The Bachelor's Baby, Harry Morey.—A 100 per cent entertainment picture. The first mid-week played for over 4 months on which the second day's receipts exceeded the first. No exploitation given this subject at all. Wish I could get one every week as good as this one.—Gem, Lyndon, Kas.

Mountains of Manhattan.—Fair program picture. Condition of print good.—Palace, Powersville, Mo.

The Silent Power, Ralph Lewis.—Could not have been more inappropriate at this place. Our inmate population is all feeble minded, and our inmates don't like to be reminded of their affliction by pictures.—State Training School, Winfield, Kas.

The Bachelor's Baby, Harry Morey.—A picture that can be classed as a special. Good acting, good photography.—Palace, Powersville, Mo.

The Golden Webb.—Very good clean show. A little exciting for children, I think, but we were well pleased with the money.—High School, Stafford, Kas.

INDEPENDENT

Riding Gent, Jack Perrin.—His first western here. Well liked. First class western.—A. H. House, Barris, Marionville, Mo.

Shadows, Lon Chaney.—The best picture I ever played. Chaney in just his style.—John Willey, Rex, Mulberry,Kas.

METRO- -GOLDWYN

Ben Hur, Ramon Novarro.—The best picture I have ever seen or ever expect to see. Will bring in plenty of people who were never in your theatre before.—E. L. Currier, Rialto, Nelson, Neb.

Rookies, George K. Arthur.—A war comedy that will please any town. Goes over fine in any small town.—Arthur Gangstead, Liberty, Clarence, Ia.

EXPLOITATION IDEAS AND HINTS

In Every Issue We Publish Detailed Accounts of What Various Exhibitors Are Doing to Promote Business. These Practical and Proven Ways of Putting Over a Picture Mean Money to You. Read This Section!

RAYART

Red Signals.—Opened our house at Clinton with this feature on a double program against Paramount opposition and gave 100 per cent entertainment to all. What more do you want?—Victor Cason, Cason, Clinton, Mo.

TIFFANY

Color Classics.—Most beautiful short subjects ever released. Each one a perfect story. My audience applauds these. Recommend this beautiful service to every theatre owner.—P. G. Vaughn, Sun, Kansas City, Mo.

Streets of Shanghai, Kenneth Harlan.—Best picture that has ever played our theatre. Entertainment value 90 per cent. Many favorable comments.—Dan McCoy, Capitol, Kansas City, Mo.

Backstage, Alberta Vaughn.—This is a sweetheart. Best business in weeks. Patrons stopped and commented on this one.—Herman Alwes,Commodore, Eureka Springs, Ark.

UNIVERSAL

Beware of Widows, Laura La Plante.—Pleased everyone. Laura is one of our best bets and can always keep the audience laughing.—Arthur Gangstead, Liberty, Clarence, Ia.

WARNER BROTHERS

Clash of the Wolves, Rin-Tin-Tin.—It is one of the best bets I have ever had. I think it is a grand picture.—Mike Mickael, Pearl, Alta Vista, Kas.

Girl From Chicago, Conrad Nagel.—An exceptionally good picture. One of the best Warners have made.—L. Breuninger, Cozy, Topeka, Kas.

Conrad Nagel Signs Contract With Studios

For the first time a motion picture star has signed a contract which provides for the sharing of his services by two different companies. This was revealed when Jack L. Warner of the Warner Studios announced the completion of negotiations with Metro-Goldwyn-Mayer whereby the two organizations will both carry Conrad Nagel on their lists of contract players.

Nagel will make several pictures during the coming year on the Warner lot. This season he has played opposite May McAvoy in "If I Were Single," opposite Myrna Loy in "The Girl From Chicago" and opposite Dolores Costello in two Vitaphone specials, "Glorious Betsy" and "Tenderloin."

The CLEARING HOUSE

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FOR SALE—Butter-Kist Electric popcorn machine; late model; perfect condition; cost $800 take $150. Also G. E. Double 70-70 generator; perfect condition; cheap. Star Theatre, Warrensburg, Mo. P2t 1-14 & 1-28

FOR SALE—Used theatre chairs. Always a stock on hand. Also new veneer seats. Write us your requirements. Theatre Seating Company, 845 South State Street, Chicago, Ill. P3t 1-28.

FOR SALE: Wurlitzer Style G theare orchestra, or will trade for two reflectors. B. W. Merrill, Edgar, Nebr. Plt—1-28-28

FOR SALE—Acme motion picture projector, suitable for school, church, hall or home, traveling show. Like new. Volt 110, watt 1000 bulb. C. J. Goodell, Durand, Mich. P2t 2-4

HAVE pair of Simplex mazda lamps, are using every day. Desire change. Will trade for low intensity generator or mercury arc outfit minus lamphouses. E. W. Schergens, Mgr., Opera House, Tell City, Ind. P2t 2-4

BANNERS

PAPER BANNERS—60 cents, 3x10 feet. Three colors. Cloth banners $1.40. Any copy up to 15 words. One day service. C.O.D. anywhere. Midwest Advertising Co., 1717 Wyandotte, Kansas City Mo. C3t 2-11

POSITION WANTED

OPERATOR with two years experience wants job. Can do repair work. Married. Walter Ingalls, New Hampton, Iowa. P2t 2-4 Ctf

THEATRE ORGANIST — Experienced on all makes. Go any place. Mabel Young, Plaza Hotel, North Ave. and North Clark St., Room 212-B, Chicago, Ill. nc-tf

THEATRE WANTED

WANT TO BUY—Theatre in town of 2,000 to 4,000 population any where. What have you? H. Ferguson, Malden, Mo. P1t 1-28

TO LEASE OR BUY—If prices and terms can be made to suit both. Interested in house in town of 2,000 to 3,000 population anywhere in southern Arkansas or Mississippi. 12 years experience in running and managing. What have you. Address Exhibitors Tribune, 19 N. Robinson, Oklahoma City, Okla. C4t 7-28

THEATRES FOR SALE

FOR SALE—Globe Theatre, Atwood, Ill. Good piano; 6 fans; bargain at $1,000. Easy terms. P1t 1-28

FOR SALE—Tuscola Opera House, Tuscola, Ill. Seats 700. Big stage; good scenery. House and all for $2,500 P1t

FOR SALE—Only theatre in county. Fully equipped. Seat 300. Town 1800. Open six night a week. Liberty Theatre. Heber Springs, Ark. P1t 1-28

FOR SALE—250-seat movie in summer resort town. Priced to sell. Address W. C. G., Associated Publications, Kansas City, Mo. Plt—1-28-28

THEATRE and business block, 400 seats, fully equipped, doing good business. Owner wishes to retire. For information address owner, Jos. Adorno, 645 Delaware Ave., Columbus, Ohio. Plt—1-28-28

FOR SALE—200-seat house; Sunday town of 1,500; eastern Indiana. Bargain. Address Leroy Legros, 59 Collinwood, Detroit, Mich. C2t 1-28

FOR SALE—197-seat theatre in town of 1,600 population. 2 Powers machines and rewind with motors. New $1,000 electric DuArt Piano and rolls. Victor orthophonic and records. Theatre well ventilated and heated. House and equipment $5,500 cash. Address Decatur Theatre, Decatur, Mich P1t 1-21

BRICK BUILDING and equipment, population 1,700, seats over 600, the only show in town, a good Sunday town, will take one-half cash, balance to suit buyer. Write F. W. Hughes, Scammon, Kas. P1t

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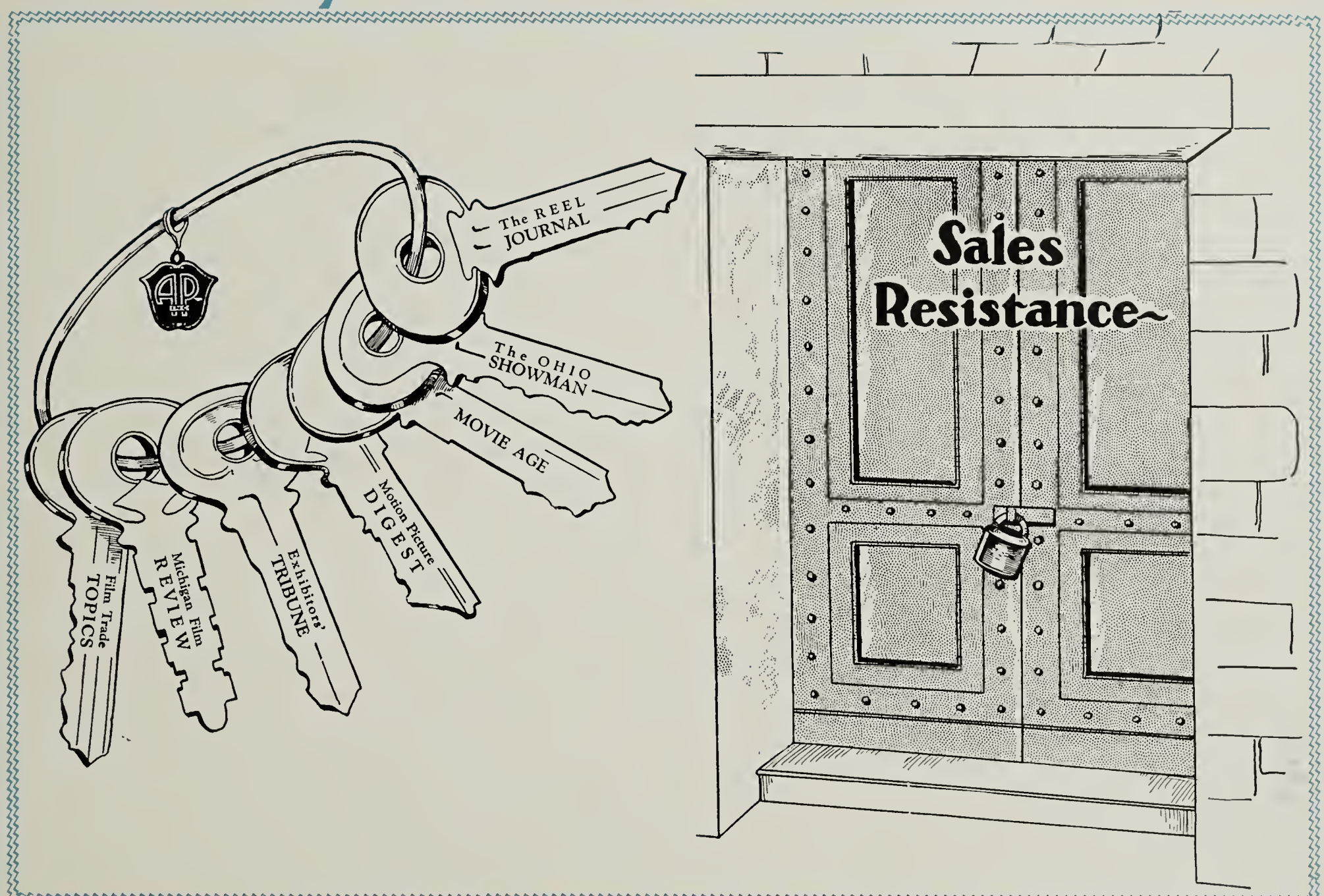
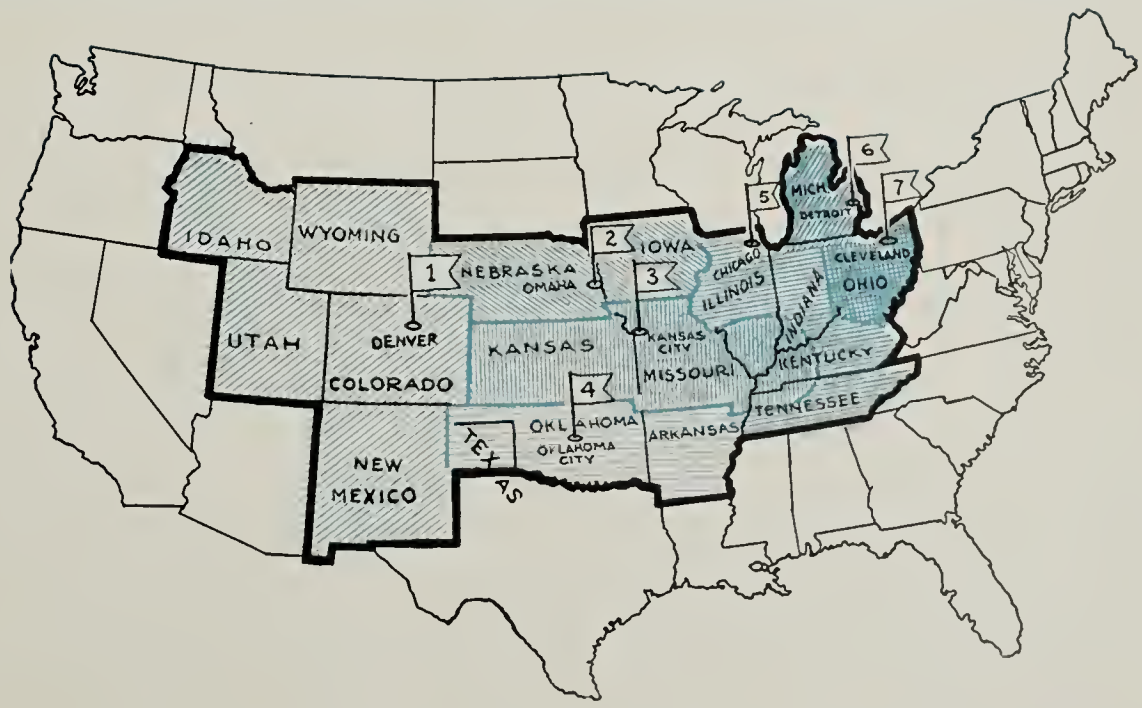
(An Advertisement to Advertisers)

7 Keys *to* Greater Sales



EACH of the seven keys turns a tumbler in the lock—together they open the great iron doors of Sales Resistance. These keys alone open wide the gates that shut out your product from the great Central States market of 9,000 "profit-paying" exhibitors. Each key gives you access to a trade territory like nothing else can give you (save personal calls). They are master keys that, through their Home Touch, get to the very hearts of the multitude of potential buyers of films and film products they reach. You can enter this market other ways—but why grope in the dark? Use these keys and assure yourself of greater sales—greater profits—SURE RESULTS.



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Ask your Exchange to screen this one for you It's Surefire!

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WITH

RALPH GRAVES

DIRECTED BY
FRANK CAPRA

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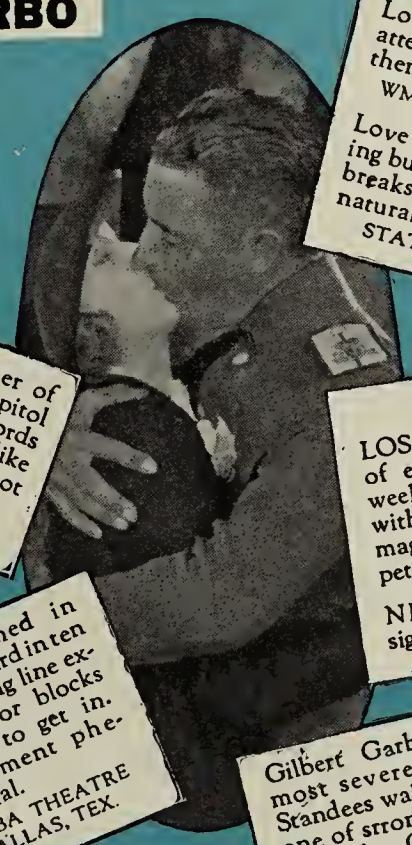
COLUMBIA PICTURES
GEMS OF THE SCREEN

MOVIE AGE

Volume VI — OMAHA, NEBR., FEBRUARY 4, 1928 — Number 11

LOVE LETTERS!

John **GILBERT**
Greta **GARBO**



Gilbert & Garbo in "Love" continuing sensational run Roosevelt. Haveextended run 2 additional weeks making toral four weeks.
MAX BALABAN
CHICAGO

Love broke all records for attendance at Palace, taking them by storm.
WM. K. SAXTON—MEMPHIS

Love played to record-breaking business for every day and breaks week record Box-office natural.
STATE—HOUSTON, TEX.

Love broke all house records at Norva, Norfolk. Picture will hold a week's record at this house. Have played Whar Price Glory, Big Parade, Ben-Hur. Gilberr and Garbo our-standing.
H. D. STEARN
WILMER & VINCENT

In face of worst weather of year Love opened Capitol breaking all previous records and building. It looks like second week will equal if not exceed first week.
I. LIBSON—CINCINNATI, O.

From Variety
LOS ANGELES—Highlight of entire first-run group on week was the Million Dollar with "Love." Picture hit like magic and led nearest competitor by $3000 on the week.

NEW YORK—Embassy no sign of letting up.

Love opened Majestic, Bridgeport and Bijou, New Haven to record breaking business. Grossed more on fifth day than opening. Best box-office attraction this year outside of Big Parade.
A. J. VANNI—POLI CIRCUIT

Love opened in worst blizzard in ten years. Long line extending for blocks waiting to get in. Engagement phenomenal.
MELBA THEATRE
DALLAS, TEX.

Gilbert Garbo in Love overcame most severe blizzard since 1898. Standees waired in snow. Posirively one of strongesr attracrions sure-fire box-office. Congratularions and continue M-G-M brilliant Parade of Hits that lead industry.
A. ANDERSON—DAYTON, O.

From Variety
SEATTLE—"Love" frenzied in Seattle for $17,000. Such lines never seen before at local rheatre.
BOSTON—Whale of a week with "Love". Final day business biggest ever recorded here.

M-G-M

AND NOW WATCH: *RAMON NOVARRO, NORMA SHEARER in* **THE STUDENT PRINCE:** ***"Police called at State, New Bedford, Mass." "Records broken Valencia, Baltimore." "Opening at Stillman, Cleveland, exceeded only by one other picture in history of house." "Capacity Columbia, Wash." Etc., etc., etc.***

A Business Magazine
for the Film Trade in Iowa and Nebraska

THE most impressive event of the coming season for exhibitors throughout the world — —Universal's Twenty-second Anniversary Celebration in honor of its chief and founder, Carl Laemmle, is

EXTRAORDINARY

in its importance to exhibitors because it brings to the Trade the greatest individual block of box office pictures at the most important season of the year.

In this 22nd Anniversary Celebration we present the biggest single group of money makers ever offered by any one company in any one season, in the entire history of the motion picture business.

We've tipped the balance scales over backwards to give you the break.

Carl Laemmle's 22nd Anniversary Celebration, January 22nd to May 5th, 1928.

Heretofore there have been drives—drives for this and drives for that—but never before have you heard of a drive put on for YOU the Exhibitor—a drive that benefits the exhibitor *first.*

We could talk for hours, but all arguments fall flat alongside of this remarkable line-up of pictures, which tops by miles anything this entire industry has ever seen in one period in the *high spot* of the season.

Universal's Amazing Four
The Cat and the Canary
Les Miserables
The Cohens and Kellys in Paris
We Americans
— and its Resplendent Fifth
Love Me and the World is Mine

Reginald Denny Pictures
That's My Daddy
Out All Night
On Your Toes

Laura La Plante Pictures
Silk Stockings
Finders Keepers
Thanks for the Buggy Ride

Glenn Tryon Pictures
Painting the Town
A Hero for a Night
Hot Heels

Hoot Gibson Pictures
Painted Ponies
Galloping Fury
The Rawhide Kid
A Trick of Hearts

Universal Features
Back to God's Country
The Lone Eagle
The Shield of Honor
Cheating Cheaters
The Chinese Parrot

The Small Bachelor
Surrender!
The 13th Juror
Wild Beauty
The Irresistible Lover
A Man's Past
The Fourflusher
Alias the Deacon
Midnight Rose
13 Washington Sq.

Universal Super Shorts
Snookums, The box office baby
Universal Junior Jewels
Carl Laemmle, Jr's.
The Collegians
Universal Junior Jewels

Oswald the lucky Rabbit—
1 reel cartoons
Snappy 1 Reel Comedies
The Gumps
Stern Brothers 2 Reelers
including Mike and Ike
Keeping Up with the Joneses
Let George Do it and
Buster Brown
Octavus Roy Cohen
Charlie Puffy—2 Reelers
2 Reel Western Dramas
Universal Super Serials

A Universal Salesman will call on you soon. Give him your undivided attention.

EDITORIAL COMMENT

About the Brookhart Bill

By BEN SHLYEN

THERE is a saying that any virtue carried to extreme soon becomes a vice. Too often things are done to extremes in the motion picture business. Too often it has been easy to condemn something in its entirety regardless of its good qualities. Too often people of this industry have been inclined to favor something as a whole, because it contained some one thing that they liked, even though it had many bad features. Too often pettiness and selfishness has crept in and totally blinded sound thinking and reasoning. Bias, prejudice, malice—all are bad influences. Usually they are boomerangs and strike back with greater force than that with which they are sent forth.

There is a big issue at hand—the Brookhart Bill. It has many favorable points to it—points that favor the exhibitor. And it has many points that seem to favor the exhibitor—but don't! In its entirety it is too extreme; it is too radical; it is dangerous. This is not the opinion of this writer alone—it is the opinion of a number of exhibitors who were interviewed on the subject; and these exhibitors are independent, unaffiliated theatre owners, who have their life's savings tied up in their theatre investments.

We are not in favor of coercive block booking and never have been. We believe that motion pictures can be sold on a wholesale basis, just the same as any other merchandise, to the buyer who wants to buy in that way. And we say that it is unfair for an exhibitor to be forced to buy twenty pictures, when he only wants two or ten. Overproduction and block booking have unquestionably been the main causes for poor production quality. Eliminate forced booking and you decrease overproduction and increase production quality. However the way to do this is not by placing this industry under government control.

Federal control of this business will put it into the hands of political groups and individuals who can use the power thus given them by law to their own advantages, totally disregarding the interests of either producers or exhibitors. Take censorship for instance. This is not a Federal measure, but a state law, and in some cases just a city ordinance, and yet everyone in this industry knows how it has been mismanaged because of politics that cannot be kept out of it. Other industries that have been placed under government control can be cited as huge failures. And, while the Brookhart Bill may in itself not prescribe a large dose of Federal supervision, there is no telling what other similar measures will be tacked on later that may be far more stringent.

The fact that there is such a varied difference of opinion among exhibitors themselves about the Brookhart Bill should be a warning against hasty action in its favor. Some parts of it are very good and will undoubtedly eliminate much of the exhibitor's present worries but there is great doubt as to what it will do to harm his interests in the future. It, perhaps, presents the easiest and quickest course, but it would be far better to pursue a slower and saner one. After all it is up to each individual exhibitor to determine whether he is for or against the Brookhart measure and act accordingly. But the saner course that we have in mind would be for exhibitors and distributors to iron out their troubles within the industry and among themselves without outside interference.

The Federal Trade Commission handed down certain recommendations at the parley held last year. It seems to us that strict adherence to these, while they would not solve all of the industry's difficulties, would be a good start and a step in the right direction. The contract meeting is a beginning, but more is needed. No doubt Federal censorship has thus far been averted by voluntary effort on the part of the Hays organization. If this same body of producers will voluntarily and in good faith offer to correct the conditions that have brought about the present agitation they will obviate the likelihood of Federal interference and place the whole industry on a sounder basis.

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285

E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386

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Military Theatre To Open Tuesday Night

The new 1,000-seat Miilitary Theatre, at Omaha, the largest suburban house in the Middle West, will be opened February 7 by the Omaha Suburban Theatre, Inc., of which George Monroe is president, G. A. Ruth, secretary, and Walter and William Creal, directors. The company already operates the Hamilton and Beacon, Omaha suburban houses. Mr. Ruth will be manager of the new theatre.

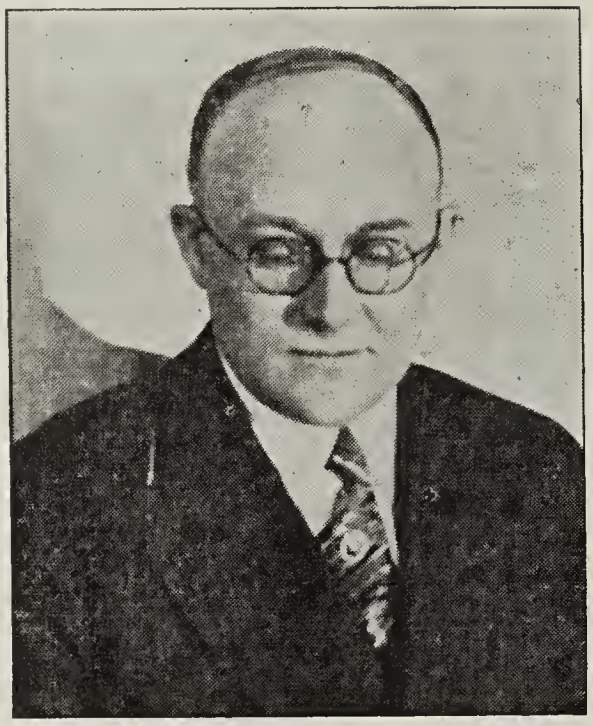
The policy of the house will be first class vaudeville and often first run pictures. The opening performance will include a cast of 30 on the stage and a first run showing of "That Certain Thing," a Columbia picture purchased at a heavy rental for the opening.

The architecture of both interior and exterior carries a suggestion of the Spanish, but not to an extreme, while the lighting effect is especially well handled. Everet R. Green, of Hastings, Nebr., had the contract for this beautiful new house, and George Fisher of Omaha is the architect.

Arthur G. Stolte Is Leaving the Riviera

Arthur G. Stolte, who came to Omaha with the opening of the Riviera Theatre a year ago, because of the condition of his health has been forced to relinquish his post as manager and will spend some time in California in an effort to get himself in condition again.

Mr. Stolte will be succeeded at the



ARTHUR G. STOLTE

Rivera by Harry Watts, a former Omahan who has been in Des Moines recently. Mr. Watts formerly was manager of the Strand and Rialto in Omaha and lately has been in charge of the Capitol in Des Moines. He was active in civic affairs while in Omaha and is a former president of the Ad-Sell Club.

The retiring manager of the Riviera started his business career 16 years ago as foreman in the composing room of a Waterloo, Ia., newspaper, where he became fascinated by the lure of the films and started to write a movie column for the paper. His next step was to undertake the exhibition of pictures in Waterloo and Cedar Rapids, where he was discovered by A. H. Blank and given the management of the Strand Theatre at Omaha.

When Mr. Blank built the Des Moines Theatre at Des Moines it was Art who was entrusted with its operation for ten years, during which time his orchestral treats, stage presentations and colorful revues became a rage. For a time he was put in charge of the booking for stage and screen attractions for all the Blank theatres. About three years ago he was given direct supervision of all of those houses. Superintending the completion and opening of several of Blank's theatres in Iowa, a wealth of experience accompanied him to the management of the beautiful house he now is leaving.

For the two weeks preceding the opening of the Riviera Art underwent the usual nervous strain which goes with a big event of that kind. Day and night he worked to perfect the details of the approaching opening. And such a success as it was certainly fully repaid his efforts. His friends are looking forward to his return in 100 per cent condition.

Omaha Still Leads In First National Drive

At the end of the third week of the First National Month sales drive, the half way mark, Omaha still led the exchanges in percentage above quota.

The Nebraska city led by but a slight margin, however, for the Vancouver branch had spurted up in an effort to capture first honors for Canada, with the result that Vancouver stood second, with a difference of fourteen-hundredths of one per cent under Omaha.

Salt Lake City is third, with San Francisco, Denver and Toronto following in the order named.

Prison Picture Made From Convict's Book

The secret is out about Liberty Film's roadshow. H. F. Chenoweth, Omaha film photographer, has just completed a feature length picture entitled "The Crooked Path," which is taken from the book written by Frank (Monk) Trummer, the reformed criminal who is featured in the production. Trummer spent several terms in the Nebraska and Leavenworth prisons and is now going straight. He gives a lecture with the picture advising the youth of today that crime does not pay.

Those who saw the film claim that it is not only outstanding in every detail, with plenty of entertainment value, but also delivers a message that everyone will remember for a long time. In interview with Phil Monsky of Liberty Films, who will handle the physical distribution, he claimed that it will be a great attraction as it includes with it an extraordinary lobby display, having an exterior prison front and interior lobby. Aside from this there will be other exploitation stunts.

Vote for Sunday Movies

By a majority vote of the people at Nevada, Ia., another town has decided to have Sunday movies. W. P. Grossman, the theatre owner, persuaded the town council to order an election at his expense and it carried by a vote of 620 to 460. More people voted than had ever voted in the town at any previous election.

By stretching out the week another day longer Mr. Grossman should see some prosperous times just ahead and no doubt other busines men in the town will be able to get some business that was going elsewhere. It does seem funny, though, that we have to let the we can violate the law or not.
people vote in this state to see whether

N. C. Rice of Algona, H. P. Hageman of Waverly and W. P. Grossman of Nevada were in Des Moines Monday transacting business at the exchanges.

* * *

J. C. Collins, formerly of Perry, is now booking vaudeville independently. He has a group of Hawaiians doing a musical act and is booking them throughout the state during the next few weeks.

* * *

Joe Stern, of the Klassik Theatres corporation, of Omaha, with theatres at Newton and Ft. Dodge, spent a couple of days in Des Moines last week. Joe announced that they would soon open another poster exchange in Des Moines and had secured a good room on Film Row for that purpose.

Strand at Humboldt Is Destroyed By Fire

The Strand Theatre at Humboldt was completely destroyed by fire Friday night, January 27. The fire was caused by the explosion of an oil stove at the rear of the stage while a crowd was attending the show. Every one left the theatre in an orderly fashion and no injuries were reported. The theatre was being operated by W. B. Frank on a lease from H. H. Russell, the owner of the building, who managed the business for himself until a few years ago.

Mr. Frank will be temporarily out of business until he can find another location and have it made ready for his theatre business. His loss will be heavy on account of being out of business for a time, but he will no doubt have a better and more modern theatre to move into eventually.

Pettijohn To Speak

An elaborate program is being prepared for the Film Board banquet on Monday, February 13. C. C. Pettijohn, of the Hays organization, expects to be present and will appear on the program. Exhibitors throughout the state are urged to be present for the M. P. T. O. meeting in the afternoon and the banquet and entertainment in the evening. It will be a big day for theatre and exchange people and every theatre owner in the state should be present if possible.

Every Exhibitor In Iowa Should Attend Meeting

The M. P. T. O. of Iowa are expecting a large attendance at the meeting called for the annual election of officers and discussion of the Brookhart bill on February 13. All exhibitors in the state of Iowa are invited and urged to be present.

Senator Brookhart, from Iowa, has by the introduction of his bill S. 1667 become the champion of all independent theatre owners of America. Whether you favor the bill or not your serious consideration should be given the discussion at this time.

The whole matter is so vital to the indusstry that every theatre owner should be interested. You will miss something worth while if you are not at Des Moines on the 13th.

First Nationals Get Jump in Bowling League

In the bowling contest Monday night First National defeated Universal in all three games, bowling the high team average for the evening of 743.

Beatty of First National shot three nice scores, 170, 180 and 200. Paramount defeated Pathe in three games and FBO took two games from Metro-Goldwyn. Roy of Pathe had the high individual average for the evening with an even 200.

The team averages follow:

Team	G	W	L	Pct.
First National	45	26	19	577
FBO	45	26	19	577
Universal	45	24	21	533
Pathe	45	24	21	533
Paramount	45	24	21	533
Metro-Goldwyn	45	11	34	244

Select Next for Menjou

Adolphe Menjou's next picture for Paramount to follow "The Code of Honor" upon which he is now engaged will be "Super of the Gaiety," from the story by Alfred Savoir, who also wrote "The Grand Duchess and the Waiter," in which Menjou appeared. The new picture will be directed by Hobart Henly.

Choose Columbia Pictures

Two more new theatres have chosen Columbia productions as the pictures of their opening week. "That Certain Thing" will be the initial feature of the Military Theatre, Omaha, when it opens the first week in February. The Newport Theatre, Norfolk, Va., will make its bow to the public on February 20, with "The Opening Night."

Tryon As a Sleuth

"Leave It To Me" has been selected as the title of the next Glenn Tryon comedy feature to go into production at Universal City. It concerns the humorous adventures of a fresh correspondence school detective. Tryon has just completed the third of his Universal laugh films, entitled "Hot Heels." The first was "Painting the Town," and the second "A Hero for a Night."

"The Squall" Is Purchased

Richard A. Rowland, general and production manager of First National, announces the purchase of the world film rights to "The Squall," the play which recently closed a year's run on Broadway to go on tour. Blanche Yurka was the star of the stage play. No announcement has been forthcoming from First National as to which of its feminine stars will be assigned to the play.

Neil Hamilton in "Patriot"

Neil Hamilton has completed his work in support of George Bancroft in the latter's first Paramount starring picture, "The Showdown," and has joined the distinguished cast of Emil Jannings' new picture, "The Patriot." Hamilton plays the role of the crown prince in the new picture. Besides Jannings the cast includes Florence Vidor, Lewis Stone, Tullio Carminati and Vera Voronina. Ernst Lubitsch is directing.

Paramount's 1927 Net Profits Over 8 Millions

Paramount Famous Lasky Corporation estimates its net profits after depreciation and taxes for the year 1927, including its undistributed share of earnings of Balaban & Katz, a 65 per cent owned subsidiary, at $8,050,000, as against $5,600,000 in 1926, an increase of 44 per cent. The results of 1927 operations are 41 per cent higher than 1925, its previous record year when the profits were $5,718,000.

The 1927 net profit, after allowing for preferred dividends, is equal to $12.83 per share on 579,327 shares of common stock, the average issued and outstanding during the year, as compared with the 1926 profits which were equal to $10.82 per share on 459,020 shares of common stock, the average issued and outstanding during the year 1926.

The profits for the fourth quarter are estimated at $2,400,000, as against $1,960,000 in the corresponding quarter of 1926.

De Mille Studio To Spend $1,200,000 For Expansion

In preparation for the coming season of activity, the Cecil B. DeMille studio is undergoing a building and expansion program that will cost approximately $1,200,000. According to William Sistrom, general manager, the proposed construction work will make this Culver City film plant second to no other studio in total amount of stage space.

More than a half million dollars will be expended immediately in improvements. This will include a new stage similar to the one recently constructed on the site of the studio fire of several months ago. It is planned to make this the largest studio stage in the world and its equipment will be of the most up-to-date type. Before the end of the year it is planned to construct two additional stages, new office buildings, a second power plant and various garages and machine shops.

In addition to the $500,000 expended on immediate improvements, a new high pressure fire system is now being installed at a cost of $200,000.

Signs Douglas Fairbanks, Jr.

Tiffany-Stahl Productions announce that they have signed Douglas Fairbanks, Jr., for one of the principal roles in their production now being directed by Reginald Barker under the temporary title of "Power."

Rossheim Is Elected Stanley Co. President

Irving D. Rossheim, who has been serving as treasurer of the Stanley Co. of America, last week in Philadelphia was elevated to the presidency of the company. John J. McGuirk has been made chairman of the board of directors.

Educational Nears End Of Production Schedule

The Educational studios are operating full blast and will continue to do so until this season's schedule of comedy productions has been completed. The program of 62 two-reel comedies and 26 one-reel fun films is being rushed to completion as fast as capacity will permit. Since this big comedy plant opened May last year on the production of Educational's 1927-28 schedule, four companies have been shooting steadily.

It is anticipated that this season's schedule will be completed the latter part of March or shortly thereafter. With its completion, the Educational studios will close for a few weeks, reopening about May 15 to start work on the new season's program.

Executive Changes In The Paramount Staff

Strengthening and expansion of the executive production staff at the Paramount studio in Hollywood is announced by B. P. Schulberg, associate producer, coincident with the announcement that E. Lloyd Sheldon, one of the editors in chief, leaves for Europe on May 1 on a vacation provided for in a newly signed contract. Mr. Sheldon's contract is unique in the film industry in that it calls for but five months of studio work each year.

As a chief step in the new re-alignment B. P. Fineman, for the past year and a half executive assistant to Mr. Schulberg, has been relieved of his general executive responsibilities and will new assume direct supervision of several important production units.

"Tomorrow" for Colleen

Colleen Moore's next picture following completion of "Lilac Time," will be an original story by Edmund Goulding, entitled "Tomorrow." This story gives a contrasting picture of life in New York City and in a small Pennsylvania town. It is said to be highly dramatic in character.

International Film Meet Is Sponsored by M-G-M

The first international convention ever sponsored in New York by a motion picture company has been arranged by Metro-Goldwyn-Mayer for the week beginning Wednesday, February 15.

Exhibitors, executives and film workers from practically every corner of the world will be present at this gathering, which will be known as the First International Film Sales Congress. It is expected that this unique get-together will do much to promote a better international understanding among those concerned with the making and marketing of pictures, and afford opportunity for a profitable exchange of sales, publicity and production ideas.

An entire floor of the Astor Hotel has been reserved as living quarters for the delegates to the convention, and business sessions also will be held at this hotel. The active week's schedule which has been mapped out includes visits to all the big Broadway cinema houses and a number of theatre parties, a series of business talks by prominent film personages, and a tour of Film Laboratories and various other allied branches of the industry. On Sunday, February 19, the entire group will adjourn to Pembroke, the estate of the late Marcus Loew at Glen Cove, L. I., where the delegates will be guests of Arthur Loew and Mrs. Marcus Loew. The convention will adjourn after a farewell banquet on Tuesday evening, February 21.

It has been pointed out that, although foreign representatives have been entertained at various film conclaves in this country, this marks the first assembly ever arranged specifically for the foreign film workers. It is expected that it will be a step toward clearing up many international misunderstandings which films have given use to in recent years.

Belle Bennett Gets "Sporting Age" Role

Columbia Pictures has selected Belle Bennett for the starring role in "The Sporting Age."

Miss Bennett, who took her place with the leading emotional actresses of the screen after her sensational work in "Stella Dallas," will have opportunity for a highly dramatic portrayal. Miss Bennett was practically born on the stage, where she made her debut at the age of five weeks. She did not desert the legitimate for the screen until 1915. She has played for most of the big companies.

Arbitration and Playdate Clauses Issues at Chicago

Evidences Seen at Contract Meeting That Distributors Will Make Concessions to Avoid Action on Brookhart Measure

Distributors of motion pictures are showing a sincere attitude to make any reasonable advances to remedy conditions in the film industry, in an effort to forestall action on the Brookhart bill, according to reports from Chicago, where the contract committee authorized by the Federal Trade conference of last Fall opened its sessions on Tuesday noon.

This spirit on the part of distributors has been marked by the representatives of exhibitors' interests and it is probable that they will obtain the concessions they declare are necessary, working on the basis laid down at the hearing before Commissioner Abram S. Myers in New York last October.

The most important issues coming before the contract committee are expected to be revision of the arbitration and playdate clauses of the standard contract. Suggestions and complaints on the contract will be presented by exhibitors representing California, North and South Dakota, Missouri, Kansas, Maryland, Massachusetts, Connecticut and Ohio.

The members of the committee representing the producers and distributors, or the affiliated groups are: Felix Feist, general sales manager, Metro-Goldwyn-Mayer; R. H. Cochrane, vice-president of Universal; Ned Depinet, of First National; Phil Reisman, of Pathe and Joseph I. Schnitzer, of FBO.

The members representing the Motion Picture Theatre Owners of America, or the unaffiliated group, were: R. R. Biechele, president of M. P. T. O. of Kansas; Benjamin Berenstein, secretary of M. P. T. O. of southern California; Nathan Yamins, of Fall River, Mass., member of the board of directors of M. P. T. O. of America; Colonel H. A. Cole, president of M. P. T. O. of Texas; Joe W. Walsh, of Connecticut, chairman of the administrative committee of M. P. T. O. of America; and Louis N. Rome, director of M. P. T. O. of America.

The affiliated group of exhibitors was represented by Fred Desberg, of Cleveland, and E. A. Schiller, of Loew5s, Inc.

R. H. Cochrane and R. F. Woodhull were named without voice or vote to act as alternate chairmen of the joint committee conferences.

H. M. Richey, business manager of the M. P. T. O. of Michigan, was appointed secretary of the exhibitor groups represented, and Gabriel Hess, assistant general counsel of Motion Picture Producers and Distributors of America, was appointed secretary of the distributors group.

The only business transacted at the first meeting on Monday, which was more or less an informal gathering of the two committee groups and the various exhibitors invited in to suggest contract changes, was a motion to call a meeting for the following day at 10 a. m.

At the Tuesday meeting H. M. Richey read the schedule of the suggested changes received from exhibitors and exhibitor organizations throughout the country. It was decided that these suggested changes would, if time permitted, be taken up and discussed in the order received.

One of the most important decisions reached in the preliminary discussions at the Tuesday morning open meeting, was that the members of the unaffiliated exhibitors committee agreed to be governed by the unit ruling of the entire group when in closed session of the joint conference. In other words, the wishes of the majority will be respected.

The first meeting of the joint committee was an executive session Tuesday afternoon. It remained in session until 10 p. m. and then recessed to meet again Wednesday morning at 10 a. m.

R. F. Woodhull, president of M. P. T. O. of America, called the third meeting of the exhibitors groups Wednesday at 10 a. m. It was suggested that the progress of the joint committee be reported to them at the end of each session.

M. J. O'Toole, executive secretary and business manager of M. P. T. O. of America, was of the opinion that if every minute of time were properly utilized the committee would have the new contract ready in a few days, shortening the expected length of the work by at least one week. However, expressions voiced in some quarters indicated that two weeks would be necessary for the committee to draw up a new contract that would be equitable to all concerned.

R. F. Woodhull stated that both the exhibitors committee members and the distributors committee members, were, now after the smoke of what promised to be open warfare at the preliminary open meetings, cleared away, meeting on a common ground and approaching the problems under discussion in a manner worthy of the highest praise.

Exhibitors and representatives of exhibitor organizations in attendance at the Congress Hotel are: Nat Wolf, Chicago; W. A. Steffes, Minneapolis; J. A. Wollcott, Rachine, Wis.; Steve Bauer, Milwaukee; Ludwig Siegel, Chicago; Aaron Saperstein, Chicago; J. J. Lockwood, representing the Connecticut exhibitors; Henry Staab of Wisconsin; J. B. Clinton, Duluth, Minn.; Frank J. Rembusch, Indianapolis; P. J. Wood, business manager of M. P. T. O. of Ohio; Fred J. Herrington, business manager of M. P. T. O. of western Pennsylvania; J. H. Friedberg of Pittsburgh; Frank J. Shimansky, Chicago; A. Julian Brylawski, Washington, D. C., chairman of the national legislative committee of M. P. T. O. of America; Al Tilbuscher, Chicago; I. Gootenberg, Milwaukee; Glenn Cross, Battle Creek, Michigan; J. J. Harwood, Cleveland, president of Cleveland Exhibitors' association; M. B. Horwitz, Cleveland; Fred Wehrenberg, St. Louis.

Newsreels Are Taking $2,000,000 Yearly Loss

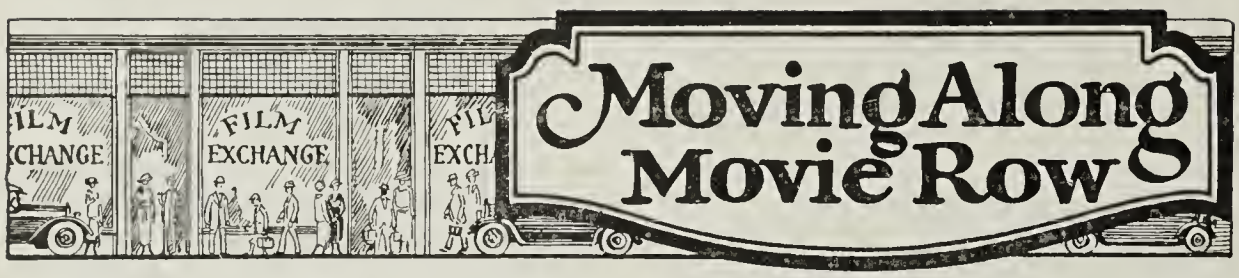
Placing the figure at $2,000,000, Capt. McLeod Baynes, president of Kinograms, has stated in a recent interview that the six producers of newsreels are sustaining heavy losses.

Newsreel producers now are spending around $120,000 weekly to do a gross business of not more than $110,000, he declared, stating this does not include cost of distribution, which is about 30 per cent, nor the cost of producing specials.

New business created by the keen competition resulting from the added number of newsreels does not amount to more than ten per cent, with an additional five per cent in overlapping bookings or contracts.

At the peak of cancellations, Kinograms dropped $8,000 per week in gross, under the average figure for the period priod to July 1, and by December 31, had recovered more than $5,000 of the amount, the captain said.

Tiffany is preparing the third Jack London which the company will make on its present schedule.



Ruth Taylor, the blonde of "Gentlemen Prefer Blondes," made a visit to Omaha in person on Thursday night at the Riviera Theatre with her picture. Miss Taylor made quite a neat stage appearance and proves very entertaining with her few words to the audiences.

* * *

A. C. Wilson, Fox Film Co. traveling auditor from New York, will be at the Omaha branch for several weeks.

* * *

Mrs. Phillips, formerly bookkeeper at Paramount, has left her position, which will be filled by Miss Dorothy Allen, former biller. Miss Lucille Anderson, who is new to the staff, will do the billing.

* * *

Cupid has claimed another from Movie Row. This time it was Miss Edna Nelson from Liberty Films, who was married last Friday to W. H. Waldron of Omaha.

* * *

The Pathe office has been enjoying a series of parties on every first Tuesday of the month, which they have planned ahead up into March. The program begins with a short meeting at the office and is followed by dinner at the Fontenelle and winds up with dancing and entertainment. Music and song selections are furnished by the five Ryan sisters from Des Moines. These parties include the entire office force and the salesmen. They are financed by fees from each individual.

* * *

Louis Patz started in last Monday selling for Educational in the Nebraska territory. Mr. Patz is a jolly good fellow and is looking forward to acquaintance with the exhibitors.

* * *

Bernie McCarthy had the nerve to tell that he refused a 25 cent chance on a quart of alcohol that was being raffled at a little town out in the state.

* * *

While in Des Moines recently Leo Blank and Jim Wynn had a conference with J. R. Wilson, general salesmanager of Film Topics, over the forthcoming Vocafilm syncronization device for small theatres. Mr. Wilson expressed his enthusiasm regarding the Vocafilm and believes that it will be a means of doubling theatre attendance.

Al Garner, formerly with the Washington, D. C., branch of Universal, has come to Omaha and is working for the Omaha branch on the road.

* * *

Ted Schlanger, Universal sales director of short subjects and complete service, visited the Omaha branch Friday, January 27.

* * *

C. E. Williams, president of the M. P. T. O., reports fine cooperation from the exhibitors with the three pictures he is selling, the proceeds of which go to assist the financing of the organization. The pictures are "My Lady of Whims" and "Primrose Path," with Clara Bow, and "Tessie," with May McAvoy. The distribution of the films is handled by Liberty Films, Inc.

* * *

Dr. Liken of the Villisca Theatre at Villisca, Ia., has agreed to discontinue the Sunday shows until a future date when a new agreement can be arranged through a new ordinance. This put an end to a long battle over an attempt to enforce the blue laws.

* * *

D. C. Scott of the Lemars Amusement Co. of Lemars, Ia., visited the exchanges last week.

* * *

Bob Booth of the Booth Enterprise of Nebraska City is such a faithful bowler that he drives to Omaha every Monday to bowl with the gang.

* * *

Bluchel & Lanning have re-purchased the Isis Theatre at Cedar Rapids, Ia. They also own theatres in Omaha.

Strikes and Spares

O-M-A-H-A

"FILM INDUSTRIAL LEAGUE"

	Won	Lost
United Artists	31	17
Metro-Goldwyn-Mayer	30	18
FBO-Warner-Liberty	26	22
Paramount	27	21
Pathe	19	29
Universal Blizzards	13	35

Individual Averages

Comer	185	Booth	143
Malm	178	Williams	143
Gorham	178	Harms	143
Hensler	175	M. Monsky	142
Cross	171	Connors	140
Morrison	162	Von Dollan	140
Doherty	159	Branson	139
P. Monsky	156	Strickland	138
McLucas	156	Malchaw	135
Danke	156	McCool	132
Phillips	156	Fischer	132
Bierman	155	Trent	131
Fletcher	154	Mitchell	130
Fridell	153	Okum	130
Howell	153	Funk	127
Barker	153	Nedley	129
Stolte	153	Diamond	126
Mendelson	152	Wilson	119
Faulds	151	Anderson	118
Nightengale	151	McLean	115
Fangman	148		

High Three Game Total, Comer 661

High Single Game Total, Cross 255

LADIES FILM LEAGUE

as of 1-30-28

Team	P	W	L	Pins	Pct.
Fox	36	29	7	15409	806
FBO	36	20	16	13082	556
M-G-M	36	16	20	13178	444
Warner-Uni.	36	7	29	12653	194

Individual Averages

Cross	141	Molseed	84
Casper	134	Nepodal	84
Phillips	118	Wood	80
Gillen	109	Thortson	79
Blesh	104	Palmer	78
Anderson	104	Miller	77
Foley	98	Trent	73
Frankson	98	Peterson	70
Caughey	95	Cohn	70
Lonergan	89	Perrine	63
Gilchrest	89		

We were all very happy to have the only exhibitor bowler with us again last Monday, Bob Booth. From his scores Bob appears to have not fully recovered, but to look at him it appears he left the hospital never to return.

We were happy to have a few distinguished boosters with us. Harris Wolfberg, district manager, Metro, Jack Hellman, exploiteer extraordinary. Jack name has been in print or mentioned says it has been along time since his without calling attention to the fact he has a brother of great note.

McLucas took a nose dive on one of his first balls and shook off all loose paraphernalia, which included glasses, pencils, plus a skinned shin.

We are all anxiously looking forward to the match suggested between Des Moines and Omaha. Des Moines has always been pretty game sports and a match between the two exchange centers no doubt would be of great interest and real sport.

Iowa, Home of Brookhart, Taking Big Interest in Bill

An Unfailing Subject of Concern in the Trade— An Analysis of Some Features In Measure

By E. P. SMITH

Iowa, the home of Senator Brookhart, is becoming agitated over the Brookhart bill. We doubt if anything has ever happened, since motion pictures became a reality, to cause such wide differences of opinion. Theatre owners in this state were a little slow getting interested in the famous measure, but are now giving it a lot of thought. When two theatre men get together it is easy to guess the conversation without listening in. No definite action will be taken in Iowa until the annual meeting, which is to be held at Des Moines February 13.

The sponsors of the bill think the independent theater owner will profit much if it becomes a law and will provide him with the protection he seems to need. The unaffiliated exhibitor seems to have been "on the way out" until the Brookhart bill was introduced, but is now showing a new interest in life. He is quite sure to receive some attention from the contract committee, the Federal Trade Commission and possibly the law makers of the United States government.

All of the film companies seem to be opposed to the Brookhart bill and are making an active canvass of exhibitors and their employees with signed petitions to senators and congresssmen. Some of the exchange people assure the theatre owner that the film salesman and the small theatre owner will exit together, should the Brookhart bill pass. A very capable district manager for one of the larger companies told the writer, will all sincerity, that we would have no more $7.50 and $10 pictures, if the bill passed.

The conservative theatre owner is still wondering if some one has finally taken enough interest in him to help him or is it just the bunk. Many of them are reserving their opinions until they can study the bill and learn what changes are to be made in the new contract.

If we can, let us imagine what the real effect of the Brookhart bill will be on the motion picture business, if it passes and becomes a law. Let us see how it would effect the producer. Section 4, the first section to do any prohibiting, says that each picture must be priced separately and individually. In other words, block or group buying would not be permitted, except where pictures are priced separately and individually. This change is very slight, as most contracts are sold that way today. It would cause no particular hardship for the producer. Pictures could be priced separately on the work sheet, instead of being sold for an average price and allocated before the contract is ready for signature. The exhibitor would get a better selection of pictures and would buy practically as many as he does today, at one time, because he will need just as many pictures.

Section 5, effective eighteen months after the bill becomes a law, prohibits the sale of copyrighted pictures before the picture is completed and available for use. Just stop right here and play this one on your piano, because this is just what the producer does not want. It interferes with his financing plan, the most important accomplishment of the Hays organization. Contracts as they are taken today for pictures not yet in production are put up as collateral security to obtain money to finance the cost of production. Very often the titles are not given, the story is not assured and is often changed as well as the stars and the director. If the contract is properly written and signed it becomes a mortgage on your business and is accepted as such by the finance corporation. The theatre owner accepts the arbitration clause which waives the right of trial by law. And there you are with your head in the bag and the string tied with a lot of pictures bought sight unseen. Is it any wonder the pictures are not all good? They are sold and it is time to plan on next year's product. The Brookhart bill provides for one extreme and the producers have been taking the other. The whole difficulty seems to be covered by this section and could be remedied by the contract committee.

A big improvement in the quality of pictures would result from the selling of pictures on their individual merit. The producer claims it would be impossible to operate the business according to Section 5 of the Brookhart bill. It is next to impossible to operate an independent theatre at this time with the quality of pictures available when competing with affiliated theatres. It looks like an opportune time for producers, distributors, affiliated and unaffiliated theatre men to get together on a common ground for the benefit of all concerned. The contract committee is in session and should receive the support of all interests for a fair and equitable contract.

Section 6 of the Brookhart bill is a vague and uncertain proposition. Whether this section of the bill could be made effective and practical is doubted by many exhibitors as well as producer representatives. The intent of the section is fine, but the result very uncertain. Wise people in this business know that it would not be effective and would be the cause of constant contention and trouble. Propositions would have to be made in writing as in no other way could proof be submitted that an offer had really been made. An open market for all theatres and theatre interests should be maintained but it is our opinion that Section 6 is not correctly written.

Charles Puffy Comedies To Succeed "Collegians"

Lou B. Metzger, general sales manager for Universal, announces the immediate release of a new comedy series to take the place on the Universal release schedule of "The Collegians," which has just ended. The new series is the Octavus Roy Cohen-Charles Puffy series, made with Universal's rotund comedian from stories especially written for him by Octavus Roy Cohen.

The new series consists of six two-reelers, to be released every other week beginning January 29. In the order of their release, they are "Horns and Orange Blossoms," Jan. 29; "The Prince and the Papa," Feb. 12; "All Balled Up," Feb. 27; "His In-Laws," March 12; "Some Babies," March 26; and "Married Bachelors," April 9.

The various two-reelers of the series were made under the direction of Ralph Cedar or Harry Sweet. In support, Puffy had such players as Gloria Grey, Marit Mosquini, Hazel Howell, Arthur Rankin, Lydia Yeamans Titus, Bud Jamison and James Bradbury.

Chandler Sprague Boosted

Chandler Sprague has been assigned by Winfield Sheehan, vice-president of Fox Films, to the charge of the scenario department of the Fox West Coast studio. This comes at a time when the Fox studio is preparing to dedicate a new building named "Park Row" to commemorate the famous newspaper thoroughfare in New York.

N-E-W-S B-R-I-E-F-S

Photoplay Magazine quotes interesting figures on the "extra" situation at the studios. Of the 6,000 extra girls in Hollywood, only one gets five days' work a week which make her earnings amount to about $40 a week. Eight in the 6,000 average four days a week and 21 have averaged three days a week. The other 5,970 have worked two, one or no days. And yet, says the report, every train brings new girls to Hollywood.

* * *

Mary Miles Minter, at one time one of the most popular actresses on the screen, returned to Hollywood after several years of seclusion in Europe.

* * *

When Louis Blattner, English showman, attempted to change the name of a town, in which he intends to erect a film studio, to Hollywood, England, the populace objected. There seemed to be a Puritanical opposition. The railroads have agreed to give the station the new name. The result is still hanging fire.

* * *

Noble Johnson, whose endurance once put a horse to shame, has been selected to play the role of a thug in Esther Ralston's next for Paramount, "Something Always Happens." Johnson broke into prominence in 1900 when he outran a horse in a 42-mile race in Colorado. The horse, exhausted, had to be taken from the race. Johnson covered the distance in 9 hours.

* * *

John Seitz, cameraman for "China Bound," new M-G-M film, has invented a camera which "shoots pictures around the corner." Through the use of the invention actors played, not in front of the camera, but to one side and behind it. It will be used to give a "vision effect."

* * *

Ruth Roland, famed star in Pathe serials of yesterday, may return to the screen in a series of two-reel dramatic novelties. Miss Roland's last screen appearance was about six years ago in a serial. Since then she has made several millions in Pacific Coast real estate.

* * *

Metro-Goldwyn will resume work on "Mysterious Island" in the near future. The production was started about 18 months ago but was stopped because of poor story material. The script has been done over and a suitable plot has been worked out.

* * *

Charley Chaplin will evade the British quota law because he is a British subject. His company is made up mostly of British workers.

* * *

Pete Morrison, independent producer of western pictures, will go to Buenos Aires ahead of Tom Mix. Both men have been signed by the Hollywood Argentine Film Co. to make westerns in South America. Morrison will make two pictures before Mix arrives. The Fox star will make a vaudeville tour before sailing for the Argentine.

* * *

Metro-Goldwyn will hold a sales meeting in New York for one week beginning February 15. About 30 sales managers from all over the world will be called in for the event.

* * *

It is rumored in New York that Universal is negotiating for a "talker," similar to Movietone, Vocafilm, Vitaphone and others.

* * *

Pathe has copyrighted the trademark "Pathegrams." FBO has been granted the trademark, "Master Showman of the World."

* * *

Wally Van, one of the early day film comedians and directors, is back in Hollywood after two years in Europe.

* * *

William Farnum was withdrawn from the cast of "Hangman's House," current Fox production, following an attack of rheumatism, which would not permit him to continue. Victor McLaglen was chosen to replace Farnum.

* * *

The Consolidated Film Industries of New York made a deposit of $6,000,000 in the Chelsea Exchange Bank. The amount was in a single check and is said to be a record for the bank.

* * *

Vincente Blasco Ibanez, who died in Spain last week, contributed several prominent pictures to the screen. Among his books which have been filmed are "The Four Horsemen," "Blood and Sand," and "Mare Nostrum."

French firemen are demanding the abolition of smoking in theatres. French exhibitors believe they will lose 25 per cent of their patronage if smoking is abolished.

* * *

FBO will make two pictures based on stories in True Story Magazine, according to a deal recently completed with the McFadden Publications..

* * *

Admission tax collections during 1927 amounted to $17,835,818, according to figures compiled by the Bureau of Internal Revenue. This is a decrease of $3,000,000 in comparison with 1926. New York paid the heaviest admission tax, $6,985,248. New Mexico paid the smallest amount, $4,303.76.

* * *

Damage estimated at $200,000 was caused by fire at the Warner Brothers studio last week. A large stage, several store houses, and the studio transportation office was destroyed. Unreleased film valued at several hundred thousand dollars was saved by the quick work of some camera men.

* * *

Rex Ingram will make a production for an English distributing corporation. The picture will be made in an English studio with his wife, Alice Terry, playing the leading role. The rest of the cast will be made up of all British players. The feature will be released by United Artists.

* * *

Abram Myers, of the Federal Trade Commission, has denied that he had been approached on the matter of becoming an advisor to independent exhibitors. A report to that effect had been circulating in film circles.

* * *

Ramon Novarro has signed a new contract with Metro-Goldwyn-Mayer.

* * *

Mary Astor and Kenneth Hawks will be married this month.

Film Companionate Marriage

Tiffany-Stahl Productions announce that they are soon to start production Marriage," an original by Raymond on a picture entitled "Companionate Marriage," an original by Raymond Schrock and Curtis Benton.

The PICTURE GUIDE

Little Tips on New Pictures

Sorrell and Son

Distributed by United Artists.
STAR: H. B. Warner.
SUPPORT: Anna Q. Nilsson.
TYPE: A heart interest tale of father love.
TIME: Just after the war.
LOCALE: England.
LENGTH: 8 reels.

SYNOPSIS: Sorrell receives a medal for bravery at the close of the war. When he returns to London he finds his wife has deserted him and their son. Sorrell takes the boy and the two go in search for work. Sorrell gets a job as a porter in a hotel but is forced to leave soon owing to the cruelty of the inn keeper's wife. Through the kindness of a guest who owns a hotel in another city, Sorrell gets a job as porter where he is mistreated by the head porter. Young Sorrell decides upon a doctor's career and Sorrell works hard to send him through school. The boy studies surgery and becomes a famed surgeon, which is the ambition of his father. The father gets weaker and weaker, and in order to save him from the pain which will soon bring death, the son gives him a medicine which will bring death sooner. The father's ambitions have been realized for his boy and he dies in happiness.

HIGHLIGHTS: Actual English scenes, the operation by the son, acting of Warner.

Love

Distributed by Metro-Goldwyn.
STAR: John Gilbert.
SUPPORT: Greta Garbo.
TYPE: Russian romance.
TIME: About 50 years ago.
LOCALE: Russia.
LENGTH: 7 reels.

SYNOPSIS: Captain Vronsky rescues a lady whose sled is wrecked in the snow. He takes her to an inn where he makes passionate love to her. She resists. At the capital he meets her again and discovers she is Anna Karenin, wife of the Cabinet Minister. Despite her efforts to resist she falls in love with him and becomes his mistress. When Vronsky is injured in a steeplechase, she goes to his apartment and Karenin follows. He finds the two in an embrace. He disowns her and forbids her to return to his house and child. Vronsky is about to be banished from the army because of his conduct. Anna pleads with the Grand Duke not to sign the banishment, promising that she'll never see Vronsky again. Vronsky is reinstated in his regiment but never dreams what sacrifice was made to buy his pardon.

HIGHLIGHTS: Settings, the steeplechase, acting of the leads.

The Shield of Honor

Distributed by Universal.
STAR: Neil Hamilton.
SUPPORT: Ralph Lewis, Dorothy Gulliver.
TYPE: Police melodrama.
TIME: Present.
LOCALE: Los Angeles.
LENGTH: 6 reels.

SYNOPSIS: Dan MacDowell, veteran officer, and his son Jack are being honored at the celebration of the addition of the aviation department to the police force. Jack is to be the first flying officer and when Gwen O'Day, beautiful daughter of a wealthy jeweler, christens the plane, Jack is immediately attracted to her and they fall in love. Later O'Day asks Jack to assist him in solving numerous jewel robberies of his customers. Dan MacDowell, in the meantime, has his sixty-fifth birthday and is retired from the force but O'Day gives him a night watchman's job in his store. Jack and his father work together on the case and as clues are slowly gathered suspicion falls on Robert Chandler, O'Day's business advisor, who it is later learned is the secret leader of a gang of diamond thieves. Jack eventually traps Chandler with the goods and after many thrilling experiences Gwen and Jack find themselves in each other's arms.

HIGHLIGHTS: Aviation scenes, unravelling of the mystery.

Chicago After Midnight

Distributed by FBO.
STAR: Ralph Ince.
SUPPORT: Helen Jerome Eddy.
TYPE: Melodrama.
TIME: Present.
LOCALE: Chicago.
LENGTH: 7 reels.

SYNOPSIS: On a Christmas day Boyd is torn away from his wife and little daughter by detectives who arrest him on evidence given out by Hardy, a bitter rival. Fifteen years later Boyd is released from prison with revenge in his heart. He goes to Chicago where Hardy is running a night club. His daughter, Betty, is a singer in the cabaret and is in love with Waring, the orchestra leader. Hardy is murdered and Waring is accused. Boyd learns that Betty is a stool pigeon and is about to take his wrath out on her when one of his henchmen tells him the girl is his daughter. A gang fight follows in which Boyd is killed, but not before he confesses the murder of Hardy. This sets free Betty and Waring, and Betty never knows that the murderer is her father.

HIGHLIGHTS: Police activities, gang fights, cafe scenes.

Ginzberg, the Great

Distributed by Warner Brothers.
STAR: George Jessel.
SUPPORT: Audrey Ferris.
TYPE: Comedy drama.
TIME: Present.
LOCALE: Small town and New York.
LENGTH: 6 reels.

SYNOPSIS: Ginzberg works in a tailor shop in a small town but has a great desire to become a magician on Broadway. Finally he gets his opportunity to go to New York where he gets a job as a janitor in a dime museum and later is instrumental in rounding up a gang of crooks. Ginzberg returns to his home town believing that he is an utter failure. He gets kicked out of the tailor ship for the second time. In the meantime, the head of a large vaudeville circuit has recovered some jewels which he lost through the skill of young Ginzberg, and when he sees large feature spreads of publicity in several metropolitan newspapers, he goes to Ginzberg and offers a contract. And Ginzberg finally reaches success.

HIGHLIGHTS: Magic stunts, rounding up the gang, situations.

Stahl Given Surprise Party

A surprise birthday party was given to John M. Stahl, vice-president supervising productions of the Tiffany-Stahl organization, last week. A huge birthday cake was prepared holding 38 candles. The party was held in one of the large offices of the Tiffany-Stahl studios in Hollywood. The staff of the company presented Mr. Stahl with a beautiful wallet with his initials in gold on the cover. Those attending the luncheon were M. H. Hoffman, G. L. Cooke of Detroit, Raymond Schrock, Reginald Barker, Sydney Algiers, Albert Shelby LeVino, George Archainbaud, L. G. Rigby, Al Raboch and John G. Adolph. Director Archainbaud was toastmaster and Mr. Hoffman made some remarks on the progress of the Tiffany-Stahl company.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING JANUARY 28

MOON

Blackjack, (Fox), Buck Jones.

BUSINESS: Very good.

AUDIENCE REACTION: Always like Jones.

SUMMARY: Fast action and thrilling fights. A western drama about the secret key to a rich lode, having been scratched on the back of a silver dollar and divided into three pieces.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Her Blue Black Eyes."

ORPHEUM

A Texas Steer, (First National), Will Rogers, Louise Fazenda.

BUSINESS: Very good.

AUDIENCE REACTION: Found it very entertaining.

SUMMARY: Elected to Congress without his knowledge by his socially ambitious wife, the most amusing results follow. This great humorist comes to the screen with a riot of laughs.

ENTERTAINMENT MERITS: 90 per cent.

RIALTO

When a Man Loves, (Warner), John Barrymore, Dolores Costello.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: The gay and desolate Paris of Louis XV, dealing with the romance and adventure of a young Frenchman. Vitaphone accompaniment throughout.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

Sadie Thompson (Rain), (United Artists), Gloria Swanson, Lionel Barrymore.

BUSINESS: Very good.

AUDIENCE REACTION: Pleased.

SUMMARY: The screen version of Maugham's stage play "Rain." Sadie Thompson, a San Francisco underworld outcast, finds herself marooned at Pago Pago when her ship is quarantined there. A hyprocritical reformer undertakes to reform her.

ENTERTAINMENT MERITS: 90 per cent.

SUN

East Side, West Side, (Fox), George O'Brien, Virginia Valli.

BUSINESS: Good.

AUDIENCE REACTION: Liked it.

SUMMARY: New York as the background for the story of a rugged man's career, and ascent from the lower statum of society to that of New York's elite circles.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Captain Kid's Kittens, Fox comedy.

WORLD

Pajamas, (Fox), Olive Borden, Lawrence Gray.

BUSINESS: Broke house records.

AUDIENCE REACTION: Very good.

SUMMARY: Comedy drama of an energetic youth determined to make an exasperating rich girl behave. A daring flight to Canada, wrecked airplane, and rescue. Innumerable humorous situations.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: "A Fool and His Honey."

AT DES MOINES THEATRES WEEK ENDING JANUARY 28

BERCHEL

The King of Kings, (Pathe), H. B. Warner and all-star cast.

BUSINESS: Very good.

AUDIENCE REACTION: Amazed.

SUMMARY: A wonderful picturization of Biblical history, directed by the showman-genius, Cecil B. De Mille. Admirable pictorial effects, brilliant staging and unsurpassed acting. The picture is outstanding in film history.

ENTERTAINMENT MERITS: 95 per cent.

CAPITOL

Private Life of Helen of Troy, (First National), Maria Corda, Lewis Stone.

Business: Excellent.

AUDIENCE REACTION: Very favorable.

SUMMARY: A historical satire of modern problems such as knee length skirts, flapper wives and sex appeal picturized with ancient costumes and settings. The titles are clever and cause many chuckles.

ENTERTAINMENT MERITS: 85 per cent.

DES MOINES

Gentlemen Prefer Blondes, (Paramount), Ruth Taylor.

BUSINESS: Very good.

AUDIENCE REACTION: Generally pleased.

SUMMARY: The story of a smart "gold digger," beginning with her first attempts in her home town and ending with her marriage to a rich bachelor. Ruth Taylor makes a decided hit.

ENTERTAINMENT MERITS: 90 per cent.

ORPHEUM

On to Reno, (Pathe), Marie Prevost.

BUSINESS: Excellent.

AUDIENCE REACTION: Satisfactory.

SUMMARY: A satire of the divorce mill which offers Miss Prevost an opportunity to entertain with her pleasing comedy. Should please in large as well as small houses.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Sailors' Wives (First National), Lloyd Hughes, Mary Astor.

BUSINESS: Fair.

AUDIENCE REACTION: Pleasing.

SUMMARY: A story of modern life in high society. An excellent cast and a rather unusual story which proves quite entertaining.

ENTERTAINMENT MERITS: 75 per cent.

CURRENT RELEASES

Week of February 5, 1928

EDUCATIONAL

Always a Gentleman, Lloyd Hamilton, (2).
The Oily Bird, Felix, (1).
Rubbernecking, Curiosities, (1).
Star Shots, Hodge Podge, (1).

FBO

Fangs of the Wild, Ranger, (5).
Her Summer Hero, Sally Blain, (7).
Mickey's Nine, (2).
Oui, Oui, Heidelburg, Fat Men, (2).
Newslaff, No. 12.

FIRST NATIONAL

Flying Romeos, Charlie Murray, (7).

FOX

No releases scheduled.

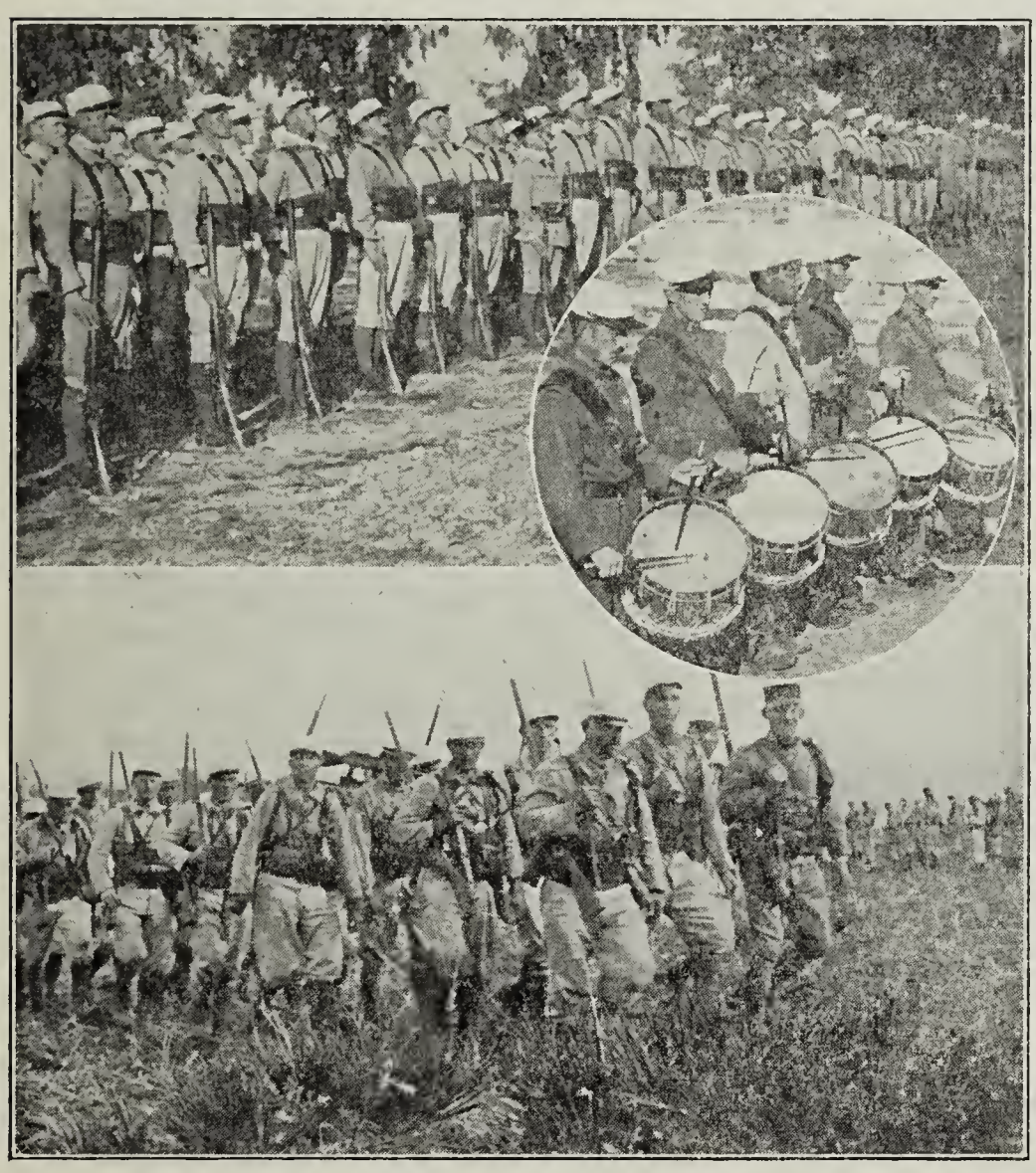
METRO-GOLDWYN

Latest From Paris, Norma Shearer, (7).

PARAMOUNT

Under the Tonto Rim, Zane Grey, (6).
Water Bugs, Billy Dooley, (2).
Ko Ko's Jerm Jam, (1).

PICTURE NEWS *Told in Pictures*



The famous French Foreign Legion, around which have been woven so many stories of romance, adventure, hardship and heroism, and which has been the cause of much international discussion, have been presented in actual scenes by Pathe News. In this organization ase many of the world's soldiers of fortune, some of whom have assumed new names, going into the hell of the desert for the excitement to be found nowhere else. The French Foreign office permitted the pictures to be taken on the promise that none of the scenes would be used in any picture production.

An enthusiastic group of branch managers greeted Joe Brandt, president, and Jack Cohn, treasurer, of Columbia Pictures, on their recent visit to Chicago. The line-up above shows, reading from left to right: Standing—Roy Alexander, assistant manager, Chicago; Ben Marcus, Minneapolis; Carl Harthill, salesman, Chicago; Mayer Stern, Des Moines; Joe White, Omaha; Max Weismer, Milwaukee, Seated—Henri Ellman, Chicago; Joe Brandt, Jack Cohn, and A. W. Bowman, Detroit.

Viola Dana, at the left, stars in "That Certain Thing," Columbia comedy of a gold-digging cigar counter girl. Ralph Graves plays opposite Miss Dana in this production.

An unusually capable cast of players are presented by Tiffany-Stahl Productions in "The Enchanted Island," by John Thomas Neville, scenes from which are shown above. In the cast are Charlotte Stevens, Henry B. Walthall, Pierre Gendron, Pat Hartigan and Flyod Schackleford.

Kansan Wins Lloyd Prize for Exploitation

Harold Lloyd has announced that H. E. Jameyson, publicity representative, Miller Theatre, Wichita, Kas., won the first prize of $200 for the best suggested campaign for selling "Speedy," in the recent $1,000 contest. This contest was inaugurated December 1, 1927, and closed December 26.

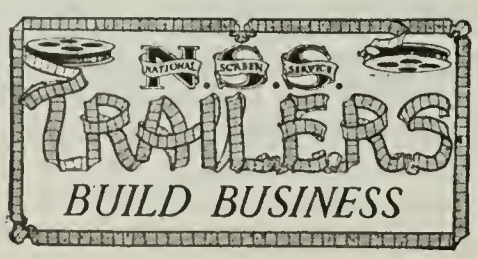
It is the belief of Mr. Lloyd that this is the first time in the history of the industry that a press book has been written by an exhibitor or a publicity man connected with the theatre, for use by other theatre men.

After the campaign had been examined an extra award of $10 each was given the originators of the 20 campaigns adjudged rating honorable mention. The complete list of the winners and thei rawards follows:

First Prize, $200, H. E. Jameyson, Miller Theatre, Wichita, Kas.; Second Price, $150, C. Harrison, Palace Theatre, Cincinnati; Third Prize, $100, Clark Munson, Virginia Theatre, Champaign, Ill.

Next eleven, $50 each, Joe Meyer, Palace Theatre, Hamilton, Ohio; Oscar Doob, Kunsky Theatres Corp., Detroit, Mich.; H. F. Storin, Leroy Theatre, Pawtucket, R. I.; M. A. Malaney, Loew's Theatres, Cleveland, Ohio; Russell Moon, Paramount Theatre, New York City; G. J. Meredith, Saenger Theatres, New Orleans, La.; Harry E. Browne, New Stanford Theatre, Palo Alto, Calif.; H. E. Schlicter, Liggett Theatre, Madison, Kas.; E. F. Nutter, American Theatre, Rowlesburg, W. Va.; Roy L. Smart, Rivoli Theatre, Greenville, S. C.; Verson Gray, Metropolitan Theatre, Boston, Mass.

Honorable mention—J. W. Creamer, Orpheum Theatre, Atchison, Kas.; Harold D. Barnes, Rialto Theatre, Burlington, Ia.; George F. Teckemeyer, State Theatre, E. Lansing, Mich.; Marsline K. Moore, Capitol Theatre, Oklahoma City, Okla.; Bob Kelley, Texas Theatre, San Antonio, Tex.; J. R. Mendenhall, Pinney Theatre, Boise, Idaho; A. Swanke, Majestic and Riceland Theatres, Stuttgart, Ark; G. W. Carlson, Peoples-Savoy Theatres, Superior, Wis.; C. T. Perrin, Sterling Theatre, Greeley, Colo.; E. M. Rulon, Rialto Theatre, Mechanicsville, Ia.; S. L. Stokes, R. and R. Theatres, Kingsville, Texas.



Post Card Message Draws 'Em to "Cheerful Fraud"

The Kenosha Theatre, Kenosha, Wis., took an informal way of telling its patrons about Reginald Denny in Universal's comedy, "The Cheerful Fraud." A post card, written in smart backhand and signed by "Patsy" was sent to a selected list. It read:

Dear Folks:

Reginald Denny wants me to tell you that he has taken a job as a butler at the Bytheway Estate to get acquainted with a certain young Miss. There's an impostor who claims he's Reggie, and a blackmailing female who knows him and will expose him as the Cheerful Fraud unless he digs up some gold. What's to be done?

Come to the Kenosha Theatre on Thursday, Friday, Saturday — October 13th-14th-15th, and we'll get together and try to help him out of this mess if we can.

Patsy

Potato Matinee Idea Succeeds at Sioux City

Nathan Dax, manager of the World Theatre at Sioux City, Ia., gave a "potato matinee" on Saturday during the showing of the Pathe feature "Spuds," featuring Larry Semon.

The results were that over 700 boys collected 11 bushel of potatoes which were divided as follows—operator, assistant operator, cashier, stagemanager, janitor, and organist each 1 bushel; Manager Dax, two bushels, and the Salvation Army three bushels.

The potato matinee proved real business, as Mr. Dax started a new Columbia serial on the same day. Although the house opens at noon, the management was compelled to let the kids in the theatre about 10:30 o'clock as the street was blocked and the children were jammed together and in danger of getting hurt.

Newspaper Quiz Used To Exploit "Ben Hur"

A special "Ben Hur" newspaper quiz was the most successful of the many fine exploitation devices used to promote this Metro-Goldwyn-Mayer film when it played the Majestic Theatre, Kankakee, Ill. Manager W. J. Slattery, assisted by an M-G-M exploiteer, put on the promotion work.

The Republican, a local daily, was included to carry a "Ben Hur" quiz contest. This started one week in advance of the showing, with cash prizes, books and tickets to the Majestic Theatre as prizes for the contestants. The first prize was a round trip ticket to Chicago with a pair of tickets to see John Gilbert and Greta Garbo in "Love" at the Roosevelt Theatre. The paper devoted about a column a day to the contest.

A private screening of the picture was arranged for the Saturday before the opening. The superintendent of the city schools was called on and he in turn invited all his principals and history teachers to attend the private screening. The novel from which the great film was made was lauded in the various history courses, and the picture itself was praised as a faithful portrayal of the times of Christ. Clergymen also were invited to the special screening.

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EQUIPMENT AND SUPPLIES

Air Washing Is Added To Supreme Cooling System

The Supreme Heater and Ventilating corporation of St. Louis, makers of theatre cooling and heating systems, announces two noteworthy improvements on the Supreme cooling system for 1928.

The first is an all steel housing for the cooling blower, replacing the wood-and-metal housing formerly used. Second is the addition of air-washing to the cooling system.

Air-washing in the Supreme system is provided by means of the Supreme Electric Turbo air-washing unit. This unit creates a positive, foggy, water-spray through which the air must pass before entering the cooling blower.

V. Hugoniot, president of the company, states that the addition of this unit has resulted in greatly increased cooling and freshening of the air. He also says that the air-washing unit is complete in itself and can be installed in cooling systems now in use.

New! Air-Washing
Now a Part of the
SUPREME COOLING SYSTEM!

A WONDERFUL new feature of the Supreme Cooling System—washed air. Now *any* theatre can have the summer-time attraction that only the biggest theatres have been able to afford—namely, positive cooling by washed air!

The Supreme Cooling System, noted for dependability, now washes as well as cools the air. The effect is amazing.

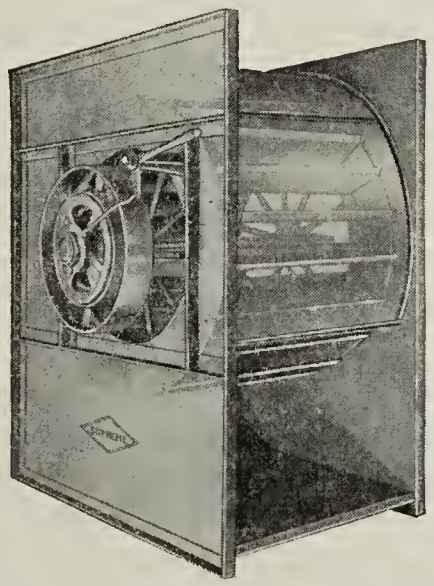
The cost is small. It is destined to revolutionize theatre cooling.

The NEW Feature!

The Supreme Turbo Air-Washing Unit, electrically operated. It creates a misty water-spray through which the air must pass before entering the cooling blower.
This unit can be installed with cooling systems now in use.

"Washed Air" Means
Bigger Profits For You

People will patronize a cool theatre in summer. Washed air will keep your theatre cool. The Supreme System provides washed air at a price you can afford. Put in a Supreme System and make sure of a successful summer.



Phantom view of the Supreme all-steel Cooling Blower, showing the multiblade steel wheel which forces air into your theatre at such a rate that all the air is changed 30 to 60 times an hour.

No Vibration - - - No Noise

The wheel is so precisely balanced and its shaft and bearings are so true that there is no vibration or noise.

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G. E. Ready To Make Sound Reproducers

The General Electric company has started the production of sound reproducing equipment on a volume scale at its plant in Schnectady and the Westinghouse company is manufacturing equipment at Pittsburgh. Only a few weeks have elapsed since the announcement was made that General Electric, Westinghouse and Radio Corporation of America had acquired a substantial interest in FBO Pictures corporation and that the sound reproducing and recording method devised by the engineers of the three companies would become available to the motion picture industry.

Officials of the General Electric company have refused to reveal details of their manufacturing program but have stated with authority that the Westinghouse and General Electric plants are now manufacturing both sound recording sound reproducing equipment on a scale quite sufficient to meet the maximum requirements of the motion picture industry.

Three laboratories containing complete apparatus have already been equipped. One is at the studios of the Radio Corporation of America, in New York, one at the laboratories of the General Electric company at Schenectady, and the third is to be transported intact to the FBO studios in Hollywood and operated under the supervision of the General Electric engineers.

Vocafilm Program Has 156 Subjects First Year

One hundred fifty-six Vocafilm subjects will comprise the first year's output for release by Educational, according to David R. Hochreich, president of the Vocafilm Corp. of America. Production is to start early, with Capt. Jack Noble as director.

The subjects are to be released weekly in units of three, under plans adopted, Hochreich states. Between 50 and 60 acts already have been lined up, he declared.

SHORT SUBJECTS

Spice of the Box Office

Character Studies

Educational—One Reel

Carter De Haver offers a surprising novelty in this sketch. It was only a few years back that the team of Mr. and Mrs. Carter De Haven was good at any box office. De Haven uses the skill of make-up in the picture and imitates various screen personalities. Very little trouble will be had in identifying the characters he portrays—Harold Lloyd, Buster Keaton, Chaplin, Arbuckle and even little Jackie Coogan.

Love at First Sight

Pathe—Two Reels.

A Mack Sennett bathing beauty number with natural color sequences which give it a pretty background. The story is light, concerning two aviators who make a parachute jump to rescue some girls whose pleasure boat is wrecked. The boys are captured by the girls who are pupils of Daphne Pollard's dancing school. Miss Pollard and Lige conley do an eccentric dance in which Lige is pushed into the water at frequent intervals. Eddie Cline directed.

A Low Necker

Fox—Two Reels

The famed Kentucky derby tales cut down to a two reel slapstick comedy in which Marjorie Beebe gets a few nasty falls and is knocked about in a very ungentle manner. The Colonel—all Kentucky derby stories must have a Colonel—has a very fine horse but he can find nobody who is capable of staying on the animal. Marjorie, who is the maid in the house, finds that the horse is very quiet and friendly when in her presence and we see the animal following her through parlor, bedroom and bath. The day of the big race arrives and the poor Colonel has not found a rider, so Marjorie is pushed into the race, and although she cannot ride, she wins the race and brings glory to the family.

Heroes of the Wild

Distributed by State Rights

The honors of this ten episode serial are divided between an animal cast and a human cast, each type exhibiting some exceptionally fine work. The human cast includes Jack Hoxie, Helen Gibson, Josephine Hill and Joe Bonomo.

The animals are White Fury, a wild horse, and Tornado, a police dog of unusual intelligence. The story concerns an untamed stallion in the wilds of South America. On the hoof of this horse is a silver band which tells of the location of a secret estate. Two cliques of conspirators are working against each other in an effort to kill or capture the horse in order to discover the secet. The horse finds protection in Tornado, a dog which is always on hand to protect his four-legged friend. The adventures of the characters are of the open spaces variety and offer many new thrills for serial fans.

The Cloud Buster

Universal—Two Reels.

Another wild episode in the life of Andy Gump. Min and Chester meet Andy when he arrives at his home town. They start for home in the family Lizzie and pick up the town banker. Andy's driving is not so good, and when he loses control of his car the banker is thrown into his house instead of at the door. Andy takes a nap when he gets home and his bed mysteriously becomes an airplane which takes him across the Pacific to Hawaii where he wins a $25,000 prize for the flight. Andy is enjoying the Hula dancers when Chester and Min rudely awaken him from a dream.

By Correspondence

Universal—One Reel

Arthur Lake is the star in this Bluebird comedy. Arthur is a pupil in a correspondence school and receives word that he has been elected to a fraternity and that he must undergo his initiation antics at once. He receives his instructions by mail. He wrecks his room when he obeys orders and hangs by his toes from a chandlier. The plaster gives way and Arthur is in a terrible mess. His next instructions call for him to see his girl and not to utter a word in her presence. This is a difficult task as his hated rival is also present. The climax comes when he is obliged to run down the street in his pajamas yelling "fire." The fireman dump him in a garbage can.

Six M-G-M Shorts for Release During February

Six interesting releases of short subjects are announced by M-G-M for the month of February, as follows:

"Dumb Daddies," starring Max Davidson, supported by Viola Richard, Spec O'Donnell and Thelma Hill, is scheduled for release on February 4. This is the story of a father whose decision to become his son's pal brings about most unusual comedy situation. Two reels.

"Children of the Sun," one of the series of Ufa "Oddities," follows on February 11. This is an exceptional subject showing the remains of the once magnificent Inca civilization of Central America. It is especially interesting to note in this release how the descendants of this great race are carrying on today in the shadow of the glorious grandeur that is gone forever. One reel.

"Our Gang" breaks forth in another of their well-known releases, also on February 11. The title of this latest is "Rainy Days," and anyone who has ever had to put up with a gang of healthy, energetic youngsters on a rainy day can well imagine what happens when the "Gang" cuts loose. Two reels.

On February 18 Charley Chase appears in "The Family Group." Edna Marian, Ed Kennedy and Getrtrude Astor are included in the supporting cast. In this Charley decided to have the family photograph taken—imagine the rest. Two reels.

Another of the Ufa "Oddities" will be released on February 25. "Secrets of the Sea" is the title, and the study of deep sea life shown in this picture is one of the most unusual and intensely interesting subjects ever caught by a motion picture camera. One reel.

The finishing touch for the month is provided by "The Finishing Touch," starring Stan Laurel and Oliver Hardy. Dorothy Coburn and Ed Kennedy are included in the support cast. They revert to type in their roles of carpenters by bringing the house down. Two reels.

Get Types for Sea Story

John G. Adophi, director, and Clifford Saum, assistant to Mr. Adolphi, made a special trip to San Francisco from Los Angeles to gather types of sailors and longshoremen to be used for small parts, bits and to furnish atmosphere in the Tiffany-Stahl production "The Devil's Skipper," suggested by one of the Jack London sea stories. The leading roles are taken by Belle Bennett, Montague Love, Mary McAllister, Malcolm McGregor, Gino Corrado and Cullen Landis.

BOX-OFFICE REPORTS

COLUMBIA

The Warning, Jack Holt.—Very good picture and patrons will pleased.—M. E. Remley, Murrette, Richmond, Ind.

The College Hero.—Best college picture since The Freshman. Many of our patrons liked it better.—J. B. Weddle, Walnut, Lawrenceburg, Ind.

The Tigress, Jack Holt.—Fair crowd. Satisfied audience.—Rialto, Tell City, Ind.

Rich Men's Sons.—Good clean entertainment. Print and accessories good. —E. E. Rees, Gem, Plymouth, Ind.

The Romantic Age, Alberta Vaughn. —Fair program without much pull.—H. E. Drew, Orpheum, Ionia, Mich.

Sally in Our Alley, Shirley Mason.— This is good and everyone wanted to see it.—H. E. Drew, Orpheum, Ionia, Mich.

FBO

Racing Romeo, Red Grange.—Did not do the expected business but everyone was very well pleased.—H. E. Drew, Orpheum, Ionia, Mich.

FIRST NATIONAL

All Aboard, Johnny Hines.—A fair action comedy. Gave satisfaction.—J. L. Hitchcock, Gem, Baldwin, Kas.

Sherherd of the Hills, Molly O'Day.— Good picture. Satisfactory.—J. R. Cook, Missouri, Maryville, Mo.

Long Pants, Harry Langdon.—Play this, boys. You won't go wrong. Pleased 100 per cent.—Cheyenne, Okla.

FOX

What Price Glory.—Broke 14 years' business record.—Jake Jones, Criterion, Shawnee, Okla.

The Gay Retreat.—Best comedy I ever saw. Audience pleased 100 per cent. Kept audience in continual uproar.—Jake Jones, Criterion, Shawnee, Okla.

Outlaws of Red River, Tom Mix.—A very good action picture. On a par with the best.—Princess, Lincoln, Kas.

GOTHAM

Silent Avenger, Thunder.—Good program thriller. Dok looks good and well handled.—H. E. Drew, Ionia, Mich.

METRO-GOLDWYN

Tea For Three, Lew Cody.—Good comedy, drew a fair crowd and seemed to please.—Harold Smith, Dreamland, Carson, Ia.

Ben Hur, Ramon Navarro.—Excellent. This picture should be played in every theatre. Drew in spite of cold weather.—Harold Smith, Dreamland, Carson, Ia.

Garden of Allah, Alice Terry.—Remarkable production, but does not please all on account of the ending. Very beautiful scenery. — E. A. Rhodes, Grand, Story City, Ia.

Ben Hur.—Best yet made. In a class by itself.—W. C. Slinker, Strand, Greenfield, Mo.

PARAMOUNT

Beau Geste, Ronald Coleman.—Be fair to your patrons. Play it. The best picture I ever expect to see and it has everything. If it belonged to some they would road show it forever. I think the 1927 gold medal was justly awarded to this picture.—F. Murphy, Electric, Lawson, Mo.

RAYART

Call of the Klondike, Gaston Glass.— As big as a social. Bought right.—S. M. White, American, Keytesville, Mo.

The Dixie Flyer, Eva Novak.—As full of thrills as a serial. Will stand them up in their seats.—S. M. White, American, Keytesville, Mo.

The Midnight Watch, Herbert Rawlson.—Nice little police melo that pleased majority.—H. E. Drew, Orpheum, Ionia, Mich.

EXPLOITATION IDEAS AND HINTS

In Every Issue We Publish Detailed Accounts of What Various Exhibitors Are Doing to Promote Business. These Practical and Proven Ways of Putting Over a Picture Mean Money to You. Read This Section!

STATE RIGHTS

Passion Play, Freiberg.—Beautiful. None better. Will try to book it back for a return engagement Easter week.— Colonial, Grinnell, Ia.

Freiberg Passion Play.—A great picture boasted by ministers, press and superintendent of schools. Very successful.—Pratts, Washington, Ia.

Freiberg Passion Play.—Pulled a large number of people we had never seen before. Bad weather hurt. College faculty, ministers and press endorsed it.—Opera House, Oskaloosa, Ia.

Passion Play.—Did splendid. Boosting it to brother exhibitors.—Temple, Mt. Pleasant, Ia.

Nine and Three-Fifths Seconds, Charlie Paddock.—Very poorly handled. Its only excuse is the star's name.—H. E. Drew, Orpheum, Ionia, Mich.

The Golden Stallion, White Fury.—On No. 4 and holding up at good pace. Book this for something different.—H. E. Drew, Ionia, Mich.

TIFFANY

College Days, Star Cast.—A good picture. I ran it two days.—J. L. Hitchcock, Gem, Baldwin, Kas.

WARNER BROTHERS

The Night Cry, Rin-Tin-Tin.—An old picture but a very good one.—Princess, Lincoln, Kas.

Hero of the Big Snows, Rin-Tin-Tin. —Way below previous releases, but still is fair entertainment.—H. E. Drew, Orpheum, Ionia, Mich.

UNIVERSAL

Taxi, Taxi.—A good feature comedy and pleased 95 per cent.—Cheyenne, Okla.

Out All Night, Reginald Denny.— Played this on Sunday and drew a good crowd. Not quite up to the Denny standard.—Harold Smith, Dreamland, Carson, Ia.

The Four Flusher, George Lewis.— This is a dandy. Used it for New Year frolic and it pleased all.—E. A. Rhodes, Grand, Story City, Ia.

Cat and the Canary, Laura La Plante. —Very good picture, well received.—J. R. Cook, Missouri, Maryville, Mo.

Cat and the Canary, Laura La Plante. —Fine money getter. Clean and good. —W. C. Slinker, Strand, Greenfield, Mo.

Back to Own Name

Instead of being known as Beverly Hill, Tiffany-Stahl announce that the young lady will hereafter be one of the company's featured players under her own name, Barbara Leonard.

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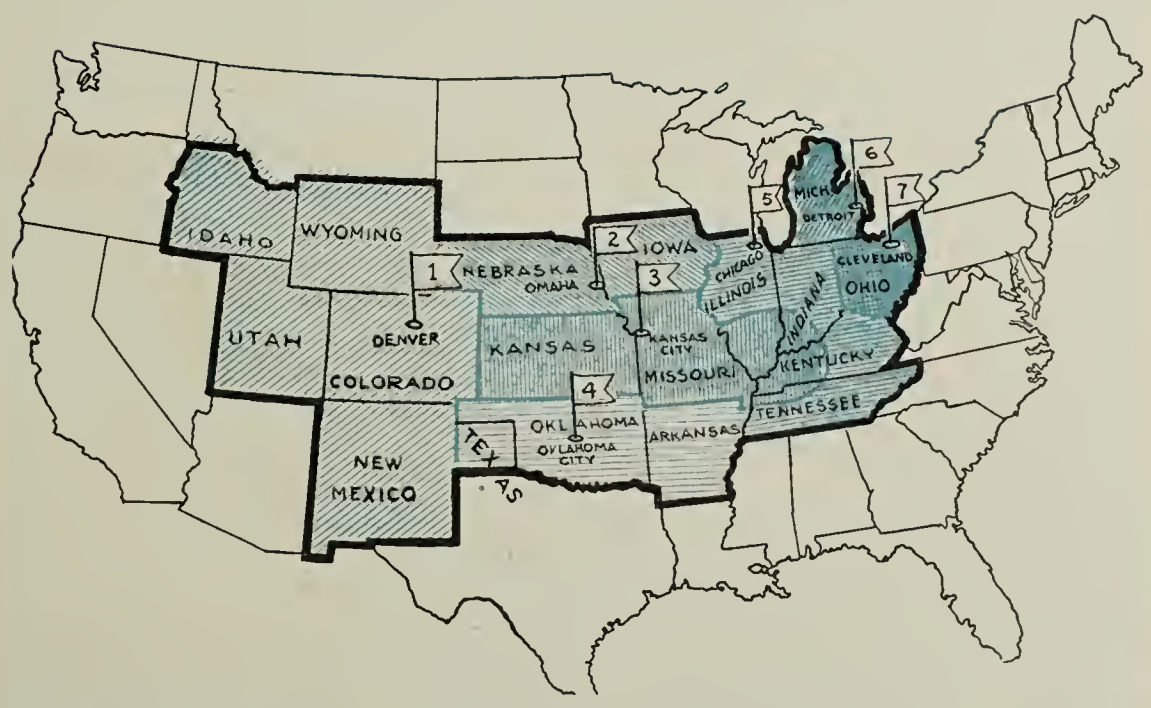

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MOVIEAGE

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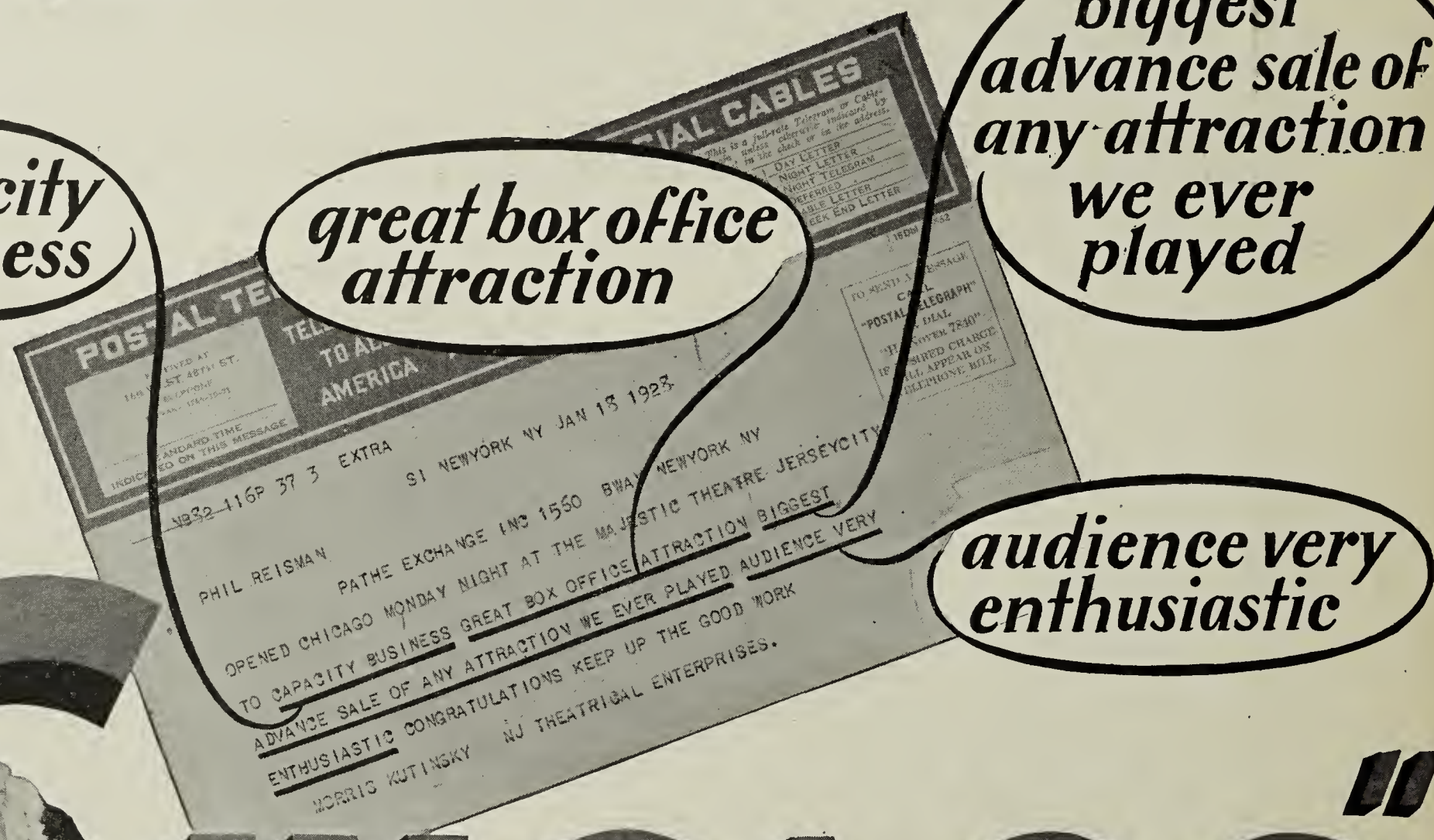
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EDITORIAL COMMENT

The Conference and Block Booking

By BEN SHLYEN

A HALT has been called in the contract conference at Chicago. The smoke has only slightly cleared and so far there have been no casualties on either producer or exhibitor lines. The statement is issued by exhibitor officials that much good has been accomplished, but no specific statement is made. When the committees again convene in a few days the work that has so far been done will be started all over again. And it looks like it will take one long week—at least that—to finally iron out all the wrinkles in the Standard Exhibition Contract.

One thing has been stated with certainty—and that by the producers—that block booking will not be permitted to become a part of the contract. Block booking, they contend, is a method of selling and not a contractual matter.

We have previously stated that block booking as a coercive sales method is all wrong, but there is nothing wrong with the principle of selling pictures in blocks or groups to exhibitors who prefer to buy that way.

There are many exhibitors over the country who have for years made a certain company's product the backbone of their programs. Some of these exhibitors have played a freeze-out game with their competitors, buying more pictures than they could play. They've paid for a lot of them that never will see the screens in their theatres. That isn't good business—but that's the method pursued by some exhibitors. We mention it here simply to call attention to the fact that block booking was a measure forced upon exhibitors, to a certain extent, by exhibitors themselves. Let's drop that for the time being, however, and get back to the first part of this paragraph.

Those exhibitors who have made one company's or perhaps two companies' product the backbone of their programs; who have advertised and established their houses as the show places for certain picture brands; they will want to continue buying en bloc and will fight hard to do so.

Now, then, the little exhibitor, for whom all this agitation is supposed to have been started—what will he do? The fellow who plays 365 pictures a year—will he want to buy them one at a time? Can he afford to buy that way? Well, every exhibitor can best answer those questions for himself. It's a proposition that is strictly a matter for each individual to solve as best suits his particular business situation.

We have stated before and we repeat that we are unalterably opposed to block selling by coercion—let the buyer buy or not buy as he chooses for himself. And, while block booking may not be a contractual matter and the conference called in Chicago only to revise the present film contract, we, nevertheless, think that here was an opportunity for producers to escape the Federal control of this business that they are endeavoring to avoid, by voluntarily offering a new selling plan that would be mutually satisfactory to exhibitor and distributor alike. That would have been an excellent spirit.

The contract committees will have some rough ground to go over when they reconvene next week, but no great industrial problem was ever quickly or easily solved. We feel, somehow, despite all of the wrangling and bickering, that the final result will be favorable to the majority and worthy of all of the trouble to get it. At any rate we hope for the best.

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O. H. Dutton Transferred To the Pacific Coast

O. H. Dutton, who has been district manager for the National Theatre Supply Co. in Omaha for the past three years, will leave February 15 for the west coast, where he will do special work for the company. He will reside at Seattle and work along the entire west coast.

While in the Omaha territory, Mr. Dutton had supervision over St. Louis, Kansas City, Denver, Minneapolis, and Omaha branches.

Strikes and Spares

O-M-A-H-A

Ladies Film League

Team	P	W	L	P	Pct.
Fox	39	31	8	16576	.795
FBO	39	23	16	14460	.589
M-G-M	39	16	23	15016	.411
Warner-Uni.	39	8	31	13839	.205

Individual Averages

Cross	141	Lonergan	88
Casper	133	Nepodal	85
Phillips	118	Molseed	83
Gillen	108	Thortson	82
Anderson	103	Wood	80
Blesh	105	Palmer	78
Foley	99	Trent	73
Frankson	97	Peterson	70
Gaughey	95	Cohen	68
Gilchrest	89	Perrine	65

Moving Along Movie Row

Jimmie Ellard, who has been master of ceremonies at the Riviera Theatre at Omaha since the opening, has returned to the Des Moines Theatre at Des Moines. Jimmie will alternate between the two cities, spending several weeks in Des Moines and returning for a few weeks in Omaha.

* * *

George Bromson of the Tabor Theatre at Tabor, Ia., decided to open his theatre on Sundays and for four consecutive Sundays packed the house, but immediate protest came from the churches. The argument is yet unsettled.

* * *

Mrs. H. O. Dutton who has been seriously ill at the Lord Lister Hospital for over two weeks and underwent a serious operation, has recovered and will leave with her husband for Seattle February 15.

* * *

First National will entertain with a trade showing of "The Patent Leather Kid" at the Riviera Theatre Monday morning. Invitations have been sent out to every theatre owner in the territory and also to the officials and officers of the army posts at Fort Crook and Fort Omaha.

* * *

The Exhibitors Poster Exchange at Omaha is establishing a branch at Des Moines to open February 20. Joe Rice will manage the new office.

* * *

When Ruth Taylor from "Gentlemen Prefer Blondes" made a call on the Paramount office, all the boys hid their tie pins and jewelry. She spent a good hour at the exchange and proved to be clever, entertaining, and very sociable.

* * *

R. G. Faulds, manager of National Theatre Supply at Omaha, was married February 4 at Sioux City, to Miss Pearl Ellison of St. Paul. It is evident that the girls took it rather hard because some of them think that "Rudie" is the handsomest man in film row.

* * *

Frank Hannon, formerly shipper at United Artists, is now doing the booking. Rudolph Richards is the new shipper.

* * *

Max Roth, Fox home office representative, was at the Omaha branch this week.

Edith Louis, who worked with Fox up to Christmas time, is now with United Artists.

* * *

Last week Ben Rosenberg, district manager of the Fox Denver and Salt Lake City branches, was given supervision over the Omaha, Kansas City and Des Moines offices in addition to the first two. Mr. Rosenberg has made a remarkable record in his few years with Fox. He was with the Pantages circuit when Fox took him.

* * *

George McKeen, special representative for Fox, will arrive at the Omaha exchange this week.

* * *

Charles Feldman of the United Artists staff, was married Saturday, February 4 at Falls City, Nebr., to Miss Mary Mutz of Auburn, Nebr.

* * *

Frank Creeley of the Empress Theatre at Falls City, Nebr., visited the exchanges last Monday.

* * *

New pins on the girl's bowling alleys caused much grief among the girls last Monday. The pins refused to tumble. Consequently the averages slid a little.

* * *

Gus Harms is up and around after a prolonged illness.

* * *

The Educational Film Exchange at Omaha entertained over the radio last Saturday afternoon. Leo Blank played the violin, accompanied by his wife at the piano.

* * *

The opening show offered by the Military Theatre last week was one not to be forgotten. A high class stage show was entertaining to the last word. Every act was snappy, and nothing drawn out or overdone. Viola Dana in "That Certain Thing" was a strong screen attraction. The new theatre is suprisingly beautiful.

Wm. Austin With Paramount

William Austin, who is soon to be seen with Clara Bow in her new picture, "Red Hair," has signed a contract with Paramount. Miss Bow's leading man in the picture is Lane Chandler. Clarence Badger is the director.

C. E. Williams, of Omaha, and president of the Nebraska M. P. T. O., spent the last of the week in Des Moines on business and calling on friends. He expects to attend the Iowa M. P. T. O. meeting Monday, February 13.

* * *

R. L. McLean, of St. Louis, district representative for Pathe, was at the Des Moines office a few days last week.

* * *

C. D. Hill, district manager for Pathe, stopped off at Des Moines Monday on his way to Omaha.

* * *

H. N. Davies, who operates the Solon and the Frazier Theatres at Spencer, Ia., was in Des Moines Monday on business. Mr. Davies is one of the most progressive theatre owners in northern Iowa and has a nice business at Spencer.

Expect Many Exhibitors For Meeting On Monday

A large crowd of Iowa theatre owners is expected at Des Moines on Monday, February 13. It is the first meeting of the Iowa association since early in 1927 and much interest is being manifested in the coming convention. The Brookhart bill has caused much discussion and no one seems to know what action Iowa will take in the matter. Every one interested seems to be watching the proceedings of the contract committee at Chicago, hoping that many things will be cleared up before they take action on the Brookhart bill.

The Des Moines Film Board of Trade has arranged for a banquet and entertainment to be given the night of the 13th for theatre owners attending the convention and for all branch managers, salesmen and bookers. This is the third annual banquet given by the film board and the two previous meetings were very successful and promoted much good fellowship between exhibitors and exchange people.

Equipment Firm Started

The Exhibitors Service & Sales company has been organized at Des Moines with an office on Film Row at 1021 High street. They expect to represent several manufacturers in theatre equipment and serve the exhibitor in many ways.

Arthur Levy New Pathe Manager at Des Moines

Another change in Des Moines branch managers has taken place, making four since January 1. L. L. Phillips has been transfered from the position of Des Moines manager for Pathe to a position as special representative for the company and Arthur Levy has been appointed branch manager.

Mr. Phillips was manager for Producers Distributors corporation until the two companies consolidated and has since had charge of the Des Moines Pathe office. Mr. Levy was recently transfered to Des Moines from the Kansas City territory and was acting as supervisor of salesmen for Pathe in this territory. Both men are highly esteemed and have many friends in Des Moines.

Managers Are Switched In Blank-Publix Houses

Several changes are being made this week in the personnel of the Blank-Publix houses. Harry Watts and Paul Spohr, of the Des Moines Capitol, go to the Riviera at Omaha as house manager and master of ceremonies. Jimmy Ellard, who made a decided hit with Des Moines theatre goers before being sent to Omaha, will be back at the Capitol. Arthur G. Stolte, who has been the manager at the Riviera, since the house opened a year ago, has resigned.

Mr. Watts is well known in Omaha and no doubt appreciates the responsibilities of his new position. Paul Spohr filled the place left vacant by Jimmy Ellard several weeks ago in an exceptional manner and his popularity was increasing each week. He is a capable orchestra leader and puts a lot of pep and action into his work.

Nate Frudenfield, former director of advertising, will take the place of Mr. Watts as manager at the Capitol.

Des Moines-Omaha Film Bowlers To Clash Soon

The Des Moines film exchange bowlers expect to send a team to Omaha in the near future to meet a selected team from the motion picture bowling league of that city. The teams met at Des Moines last year and the return engagement is to be at Omaha.

The following is the team standing of the teams in the Des Moines Motion Picture bowling league:

Team	G	W	L	Pct.
First National	48	28	20	.583
FBO	48	27	21	.563
Universal	48	27	21	.563
Paramount	48	26	22	.542
Pathe	48	24	24	.500
Metro Goldwyn	48	12	36	.250

Roy	172	Stancell	143
Levy	168	Miller	141
Reese	167	Evans	141
Turgeson	165	Anderson	141
Thompson	160	Beatty	138
Groves	155	Palmquist	137
B. McGivern	154	H. McGivern	136
Phillips	154	Thomas	135
Pratt	153	Frankle	128
Melone	151	Sharp	128
Bamford	148	D. West	127
Finter	145	Krestel	126
Tilton	145	Zimmerman	122
Frace	144	Woods	121
Curry	144	Cordaro	117
Winn	144	E. West	115

New Manager at Albia

Milford McClain, of Newton, Ia., has accepted a position as manager of the King Theatre at Albia, which is operated by the Commonwealth company. Mr. McClain was leader of the Strand orchestra at Newton while the theatre was owned by E. P. Smith and is a very capable orchestra leader and violinist. He was recently married to Miss Evelyn Sedgewick, of St. Louis, who is also a musician, being a graduate of the Walter Damrosch school of music of New York City.

Brookhart Denies That His Bill Provides For Government Regulation

Flat denial that the anti-block booking bill which he has introduced into Congress provides for government control of the motion picture industry is made by Senator Smith W. Brookhart, in a telegram to the Theatre Owners Chamber of Commerce, of New York, referring to a statement made by R. F. Woodhull, president of the M. P. T. O. of America, after an interview with the senator.

"Woodhull does not quote me accurately," the senator's telegram states. "This bill does not purport to do anything but stop blind booking, block booking and discrimination against the independents. It makes these things criminal and the government punishes the crime as in all other anti-trust laws.

"The only jurisdiction given the Federal Trade Commission is when blocks are broken up and the division or allocation of the prices cannot be agreed upon. All other jurisdiction is in the courts. Anybody who construes this as government regulation of the film industry is simply looking for a bugaboo."

Studio Research Office Assures Correct Scenes

Photographs, drawings, illustrations and literature regarding nearly every spot on the civilized and undivilized globe will eventually be available for motion pictures in Hollywood as a result of a new department for which organization was completed recently at the Metro-Goldwyn-Mayer studios.

This department will function under the supervision of Nathalie Bucknall, director of research, and is designed to keep the studio in close contact with industry, art, literature and nature in every locality on earth.

It is the duty of the research department of the modern motion picture studio to certify to the absolute authenticity of every scene filmed. In other words, they assume responsibility that every prop, every style of architecture, and every costume worn in a motion picture are precisely right for the locality in which the picture is supposed to be laid.

In order to accomplish this with absolute accurary, the research departments have already accumulated an almost unbelievable mass of information which is constantly being classified and indexed against the time when it may be needed for a scientific picture. The new department will function to keep this information up-to-date.

Film Products Show One-Fourth Increase

New productions involved an outlay of $102,800,000, in southern California alone during 1926-27, according to Joseph M. Schenck. This is an increase of 25 per cent over the previous year.

Capital invested in the industry in southern California is around $1,125,000,000, while investment in films and film properties approximates $375,000,000, he declares. Twenty-five thousand persons, in addition to extras, are regularly employed, earning an annual payroll of $100,000,000.

New Crop of Film Stars To Front in Hollywood

With the coming of the 1928 season the ranks of leading women and men in motion pictures have been considerably augmented by graduates from the "extra" class. According to figures compiled, there are now 268 leading women and 226 leading men in Hollywood.

Practically every studio developed new talent during 1927. At the First National studios ten college men, picked from leading universities throughout the country, were given their first opportunity to face the camera. Paramount brought forth Ruth Taylor, Jack Luden, Gary Cooper and others. At the FBO studios four young girls, Gladys Quartaro, Marjorie King, Lillian Gilmore and Dorothy Kitchen, were given their first leading roles with Bob Steele, 21-year-old western star. Hugh Trevor, a young insurance salesman from New York City, jumped into the leading man class in Temple Bailey's best seller, "Wallflowers" at this studio and Buzz Barton, thirteen-year-old cowboy was raised to stardom by FBO. Fred Thomson, premier western star in Paramount pictures, lifted Nora Lane from the extra ranks when he made her his leading lady in "Jesse James."

In Belle Bennett Picture

Holmes Herbert and Carroll Nye have been selected for the leading masculine roles in "The Sporting Age," Belle Bennett's initial starring vehicle for Columbit Pictures. In this modern drama, Miss Bennett is cast as a middle-aged woman who, finding herself neglected by a heedless husband, engages in a clandestine love affair with a youth to prove to herself that she still retains her one-time charm. Herbert is cast as the husband, while Nye portrays the younger man.

Critics Pick "Beau Geste" As Best 1927 Picture

"Beau Geste" was selected as the best picture of 1927 in the nation-wide poll of critics' votes, conducted for "The 1928 Film Daily Year Book," issued this month. Two hundred thirty-five of the 286 critics who voted gave this picture as their selection.

The poll, an annual event, is open to critics of newspapers, fan and trade publications and national magazines. This year, 240 newspapers and 42 fan, trade and national publications are represented in the voting.

Under the system employed, a list of all pictures released during the year is supplied each critic, who is asked to vote only on pictures which have been shown throughout the country, excluding the several road show productions which have been exhibited only in one or a few key centers.

Other pictures among the first ten and the votes they received are: "The Big Parade," 205; "What Price Glory," 179; "The Way of All Flesh," 167; "Ben Hur," 164; "7th Heaven," 162; "Chang," 146; "Underworld," 97; "Resurrection," 91, and "Flesh and the Devil," 77.

Thirty-six pictures, received ten votes or more, and were placed on the Honor Roll. These are: "Don Juan," "Metropolis," "Stark Love," "Faust," "The Scarlet Letter," "Tell It to the Marines," "Camille," "The Better 'Ole," "White Gold," "The Rough Riders," "Rookies," "The Cat and the Canary," "Barbed Wire," "Two Arabian Knights," "Les Miserables," "The Beloved Rogue," "Sorrell and Son," "Twelve Miles Out," "Captain Salvation," "It," "The Magic Flame," "Service for Ladies," "The Blood Ship," "Loves of Carmen," "Mr. Wu," "Annie Laurie," "The Garden of Allah," "God Gave Me 20 Cents," "Michael Strogoff," "Her Night of Love," "The Fair Co-ed," "The Kid Brother," "My Best Girl," "Quality Street," "The Prince of Head Waiters" and "Slide, Kelly, Slide."

To Release "Love Me"

"Love Me and the World is Mine," a super-production made for Universal by E. A. Dupont, noted German director of "Variety" and other foreign successes, is to be released March 4. The picture was adapted from an original story by Rudolph Hans Bartsch. Mary Philbin and Norman Kerry are co-featured. The cast includes Betty Compson and H. B. Walthall. The picture is built around a Viennese love story, at war time.

Schenck Declares "Sadie Thompson" Is Not "Rain"

Joseph M. Schenck, president of United Artists, has released for publication a notice for exhibitors who have booked "Sadie Thompson."

In response to a billing inquiry forwarded by A. M. Botsford, advertising and publicity director of Publix Theatres, Mr. Schenck sent the following notice, releasing it at the same time for the information and guidance of all exhibitors who are playing Gloria Swanson's new United Artists picture:

Like exhibitors, United Artists Corporation believes in truth in advertising.

Therefore, this fact is made definite for all exhibitors, since some misunderstanding seems to exist:

"Sadie Thompson," Miss Gloria Swanson's new United Artists picture, is a film version of W. Somerset Maugham's short story, "Miss Thompson," which appeared in the Smart Set magazine.

It is not a film version of John Colton's play "Rain," and no publicity or advertising in exhibitors' campaign books supplied by United Artists lists it as such.

Exhibitors, knowing the value of truth in advertising and publicity, will be certain to bill "Sadie Thompson" by printed word or picture, exactly as United Artists' campaign book truthfully indicates — NOT falsely as "RAIN."

False advertising involves a liability on the part of the advertiser according to his booking contract.

Actors' Salaries Chief Cost in the Studios

The biggest item of cost in the production of motion pictures is actors' salaries, according to an analysis of how the film dollar is spent, appearing in advance sheets of the Film Year Book for 1928. The production dollar is divided so that actors receive 29 cents of it for salaries.

The next largest item of production is studio overhead, with 19½ cents. Then come new sets, 16 cents; directors and cameramen, 13 cents; scenarios and stories, 11 cents; locations, 5 cents; raw film, 5 cents; costumes, 1½ cents.

In all branches, 40 cents out of every dollar goes for negatives, 30 cents for distribution of film in America and foreign countries, 10 cents for positives, 5 cents for administration and taxes and 15 cents represents profits.

Contract Session Adjourns To Meet Again February 15

No Announcement Made As To Actual Progress Of Committee—Distributors Opposed To Making Block Booking An Issue

After sessions behind closed doors in Chicago for a week, the uniform contract conference adjourned on Monday, to reconvene again next Wednesday, February 15.

In principle, fifteen of the twenty-two clauses in the uniform contract have been agreed upon by the joint committee comprising the distributors, affiliated exhibitors and unafiliated exhibitors, according to reports from Chicago. That such progress has been made is regarded as encouraging, in view of the meager reports which have seeped out from the conferences.

From expressions which have reached the outside, it appears that the biggest problem before the conferees will be the arbitration clause. While arbitration is generally accepted by both sides, both as a matter of principle and a saver of time and money, some exhibitors have been making objection to the compulsory feature of the arbitration clause, declaring that it is illegal and that changes should be made. It is suggested that the exhibitor should be given the privilege of accepting arbitration, but that he should retain the right of going into court if he deems it necessary.

Another thing became apparent during the past week in Chicago, and that is the distributors are definitely opposed to the matter of block booking being injected into the contract discussions, on the ground that it is entirely foreign to the committee's deliberations. It has been thought in some quarters that with the Brookhart bill, prohibiting block booking, before Congress that the distributors might be amenable to suggestion in the matter in the hope of governmental interference in the film industry.

One suggested solution which came out of last week's session was adoption of a straight percentage, with guaranty and overage eliminated, as the final answer to the continual argument between the buyer and seller of motion pictures. Those favoring this plan declare that it would equalize the chances for success or failure between the producer and distributor and be the most equitable method yet devised. However, it is believed that most exhibitors would violently oppose such a plan, inasmuch as they would be given no protection in case of poor pictures, and that the producers should have enough faith in their product to stand behind them.

It is regarded as probable that when the contract committee meets again it will be possible to make more rapid progress, because now each side knows where the other stands, how far to go in the matter of concessions and that the conferees will have had an opportunity in the meanwhile to discuss the debated questions with the parties they are representing at Chicago.

Comedy Gags Harder Than Tragedy Scenes

Getting a laugh takes just twice the time it does to make an audience cry, although on the screen it appears to be just the reverse. This is the estimate of Lon Chaney, screen star.

According to his figures, every laugh he has gotten on the screen has taken twice the time in preparation and rehearsal that his best pathetic scenes have. On the screen, however, the comedy scenes were usually quick as a flash, while the pathetic ones occupied considerable footage.

"Comedy," he says, "is a far more exact science than tragedy in one detail, and that is the timing. To be funny successfully, the actor has to carefully gauge this detail. One can do a thing in a moment and have it happen too fast for the audience to see and appreciate. One can take too long at it and bore the spectators. Hence the different elements to a comedy scene must be built up, a step at a time, until the climax is reached and then this must be launched quickly, that the elements of surprise may put it across.

"Pathos on the other hand is gradually built up, and is a far more certain process. Buster Keaton, for instance, has to work for more carefully than, say, a tragedian."

Novarro Signs Up Again

Ramon Novarro, Metro - Goldwyn - Mayer star, has renewed his contract with that company, thus effectively dispelling rumors that he was about to go on the concert stage or enter a monastery. Novarro is now working in a new film, "China Bound," in which Joan Crawford has the feminine lead.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING FEBRUARY 4

MOON

Galloping Fury, (Universal), Hoot Gibson, Sally Rand.

BUSINESS: Very good.

AUDIENCE REACTION: Gibson always good at the Moon.

SUMMARY: A beauty mud found on Gibson's ranch, causes a sensational struggle over the marshes.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Blake of Scotland Yard," No. 6.

ORPHEUM

Sailors' Wives, Mary Astor, Lloyd Hughes.

BUSINESS: Good.

SUMMARY: Facing blindness, with the decision to crowd into the short span remaining, the excitement of an ordinary life, is Mary Astor's position in this strange play.

ENTERTAINMENT MERITS: 85 per cent.

RIALTO

In Old San Francisco, (Warner Brothers), Dolores Costello.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

SUMMARY: A Spanish heiress kidnaped by a half-caste boss and taken to the underworld to undergo weird horrors terminated by the earthquake. The horrors of the earthquake.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: "Visions of Spain," "The Lash," "Four Aristocrats."

RIVIERA

The Noose, (First National), Richard Barthelmess.

BUSINESS: Very good.

AUDIENCE REACTION: Pleased.

SUMMARY: Richard Barthelmess as Nickie Elkins, the boy who is ready to give his life to pay for the killing of his father.

ENTERTAINMENT MERITS: 90 per cent.

SUN

The College Widow, (Warner Bros.), Dolores Costello.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: Light comedy with Dolores Costello as the daughter of the college president who is unpopular beceause he has not won athletic laurels for the school. Dolores sets about winning men for the team with amusing results.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Charley Chase in "Fluttering Hearts," and Pathe Review.

WORLD

Alias the Deacon, Jean Hersholt, June Marlowe.

BUSINESS: Very very good.

AUDIENCE REACTION: Exceptionally well pleased.

SUMMARY: A gambler who presents himself as a benign deacon in order to cover his real profession. Recently a popular stage success.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: "One Hour Married," Mable Normand.

AT DES MOINES THEATRES WEEK ENDING FEBRUARY 4

CAPITOL

The Noose, (First National), Richard Barthelmess.

BUSINESS: Excellent.

AUDIENCE REACTION: Very favorable.

SUMMARY: A sad and rather heavy drama but strong enough to please the average movie audience. Should draw well at any box office.

ENTERTAINMENT MERITS: 85 per cent.

DES MOINES

Student Prince, (M-G-M), Ramon Novarro, Norma Shearer.

BUSINESS: Very good.

AUDIENCE REACTION: Very pleasing.

SUMMARY: A well directed picture by Lubitsch with the theme taken quite largely from the popular musical show. Everything about the picture is high class and will please any audience.

ENTERTAINMENT MERITS: 90 per cent.

ORPHEUM

The Leopard Lady, (Fox), Jacqueline Logan.

BUSINESS: Excellent.

AUDIENCE REACTION: Very good.

SUMMARY: A mystery story nicely directed and full of interest from start to finish. Should please generally.

ENTERTAINMENT MERITS: 75 per cent.

STRAND

Grandma's Boy, (Pathe), Harold Lloyd.

BUSINESS: Very good.

AUDIENCE REACTION: Excellent.

SUMMARY: A revival of one of the most popular pictures ever made and still pleasing the average audience.

ENTERTAINMENT MERITS: 85 per cent.

CURRENT RELEASES

EDUCATIONAL

Sword Points, Lupino Lane, (2).

A Mysterious Night, Monte Collins, (1).

A Simple Sap, Larry Semon, (2).

FBO

Wallflowers, Star Cast, (7).

FIRST NATIONAL

The Chaser, Harry Langdon, (6).

FOX

Fleetwing, Star Cast, (7).

COLUMBIA

That Certain Thing, Viola Dana, (6).

METRO-GOLDWYN

Rose Marie, Joan Crawford, (7).
Children of the Sun, Oddity, (1).
Rainy Days, Our Gang, (2).

PARAMOUNT

Sporting Goods, Richard Dix, (7).
Holy Mackerel, Jimmie Adams, (2).
Ice Boxed, Krazy Kat, (1).

PATHE

Man Without a Face, No. 5, (2).

Everybody's Flying, Aesop Fables, (1).

The Apache Raider, Leo Maloney, (5).

Over the Bounding Blue, Will Rogers, (1).

Flying Elephants, Roach Comedy, (2).

TIFFANY

The Tragedy of Youth, Patsy Ruth Miller, (7).

UNITED ARTISTS

The Dove, Norma Talmadge, (7).

UNIVERSAL

The Clean Up Man, Ted Wells, (5).
Mistakes Will Happen, Ben Hall, (1).
The Prince and the Papa, Charles Puffy, (2).
Man of Letters, Sid Saylor, (2).
Buckskin Days, Newton House, (2).

WARNER BROTHERS

The Little Snob, May McAvoy, (6).

REGULAR FEATURES

Of Interest and Value to You

1 BOX OFFICE REPORTS—By Exhibitors Themselves.

2 WHAT THE PICTURE DID FIRST RUN—Detailed Release Reports.

3 CURRENT RELEASES—Weekly Release Schedules.

4 THE PICTURE GUIDE—Tips on New Pictures.

5 SHORT SUBJECTS—Spice of the Box Office.

6 NEWS BRIEFS—Big Events Briefly Told.

7 EXPLOITATION IDEAS—How to put the Picture Over.

8 MOVING ALONG MOVIE ROW—Personals of Local Interest.

9 EQUIPMENT NEWS—Constructive Information.

READ 'EM

---Every Week

In your HOME trade paper

N-E-W-S B-R-I-E-F-S

Since appealing to high school boys throughout the country for wise cracks, First National is being overwhelmed with replies. The ten most original ones are to be chalked on "Leaping Lena," Harold Teen's famous flivver in the popular comic strip adaptation, which Mervyn LeRoy is to direct for the screen.

* * *

Fay Lamphier, one of the "Miss Americas" of Atlantic City beauty pageant fame, is prominently cast in "Flying Elephants," current Hal Roach-Pathe comedy.

* * *

Walter Hagen, national professional golf champion, has signed with Tiffany-Stahl to make six features, all to contain a golf background.

* * *

Doris Dawson, newly signed First National player, is one of the most graceful divers in the ranks of screen artists. She is now doing her first role under her contract, but there is no swimming in it.

* * *

There were fewer stranded girl extras in Hollywood during 1927 than in previous years, according to a welfare organization. National publicity regarding the unemployment problem on the coast has been given as a reason for the decrease. Of those who came to Hollywood with film ambitions less than 5 per cent succeeded in getting inside a studio.

* * *

Producers are making screen tests of New York girls, despite the fact that Hollywood is well supplied with pretty girls. It is the belief that the best looking girls are in New York night clubs and revues, and an effort is being made to find another Joan Crawford who reached popularity through the stage. Metro-Goldwyn selected 25 girls for screen tests, took tests on 16, and selected three. Other studios are following the example.

* * *

Universal is sending a company to New Zealand to make a story of the wild country in the interior. The company will be gone about four months. Some of the scenes will be used for single reel travelogues.

* * *

German censors have forbidden children to see the Ufa production "Faust," Although the picture has been on German screens for two years, the censors have revoked their decisions, declaring that many of the scenes tended to disturb the children's morals.

* * *

The team of Jack Mulhall and Dorothy Mackaill will be dissolved with the completion of "Lady Be Good," which First National now has in production.

* * *

D. W. Griffith will start production on "Battle of the Sexes" about February 28. With the completion of that picture, Griffith will start on "Madame Butterfly," a story he has wanted to make for 10 years.

* * *

"One-Eyed" Connelly, the world's champion gate crasher, now has a job keeping other people from crashing the gates. Connelly is gate keeper at the Fox studios in Los Angeles.

* * *

Joan Crawford, M-G-M player, is reported to be wearing a wedding ring. The story is that she married Douglas Fairbanks, Jr., in Mexico two weeks ago.

* * *

While the Universal studios are closed down during February and March Reginald Denny will go to England to make two pictures for British National. The productions will be distributed by Universal in the United States.

* * *

Some of Charlie Chaplin's oldest pictures will be distributed again by Wafilms, Inc. They were made by Keystone and have Mabel Normand, Chester Conklin, and Mack Swain in the cast. The re-issues are "His Trysting Place," "Dough and Dynamite," "His Prehistoric Past," and "Caught in a Cabaret."

* * *

Vera Lewis, veteran character actress, has been added to the cast of "Something Always Happens," by Paramount. Miss Lewis made her stage debut in 1894 and has played with some of the leading players of this century.

* * *

R. Beers Loos, father of the famed Anita Loos, has been added to the Columbia Pictures staff as an assistant scenario editor. Loos has long been a stage and screen writer and critic.

* * *

Larry Semon has declared himself bankrupt. In the Los Angeles municipal court last week Semon said he was in debt $80,000 and has no assets. Screen ventures have cost him heavily, he said.

* * *

The first part of "Builders of Bridges" — "When Twilight Comes," a new Robert Bruce Outdoor Sketch released by Educational, shows the actual construction of a huge steel bridge over the Cascade Rapids of the Columbia River. The unusual pictorial shots show the building of the giant steel span step by step until the two ends meet, thereby linking together the states of Oregon and Washington.

* * *

Fake canvassers are selling "stock" in Pathe and "The King of Kings," according to Pathe officials. The home office has received many complaints from persons who have bought socalled stock in the concern from house-to-house canvassers.

* * *

Exports of motion picture film during the month of November amounted to 21,004,590 feet, valued at $662,844. This is a decrease from October.

* * *

The net profit of the Stanley Co. of America for 1927 was $3,235,336.62. Gross receipts totaled $37,060,024.75 and operating expenses, $31,574,303.51, with depreciation and U. S. taxes coming to $2,250,484.62.

* * *

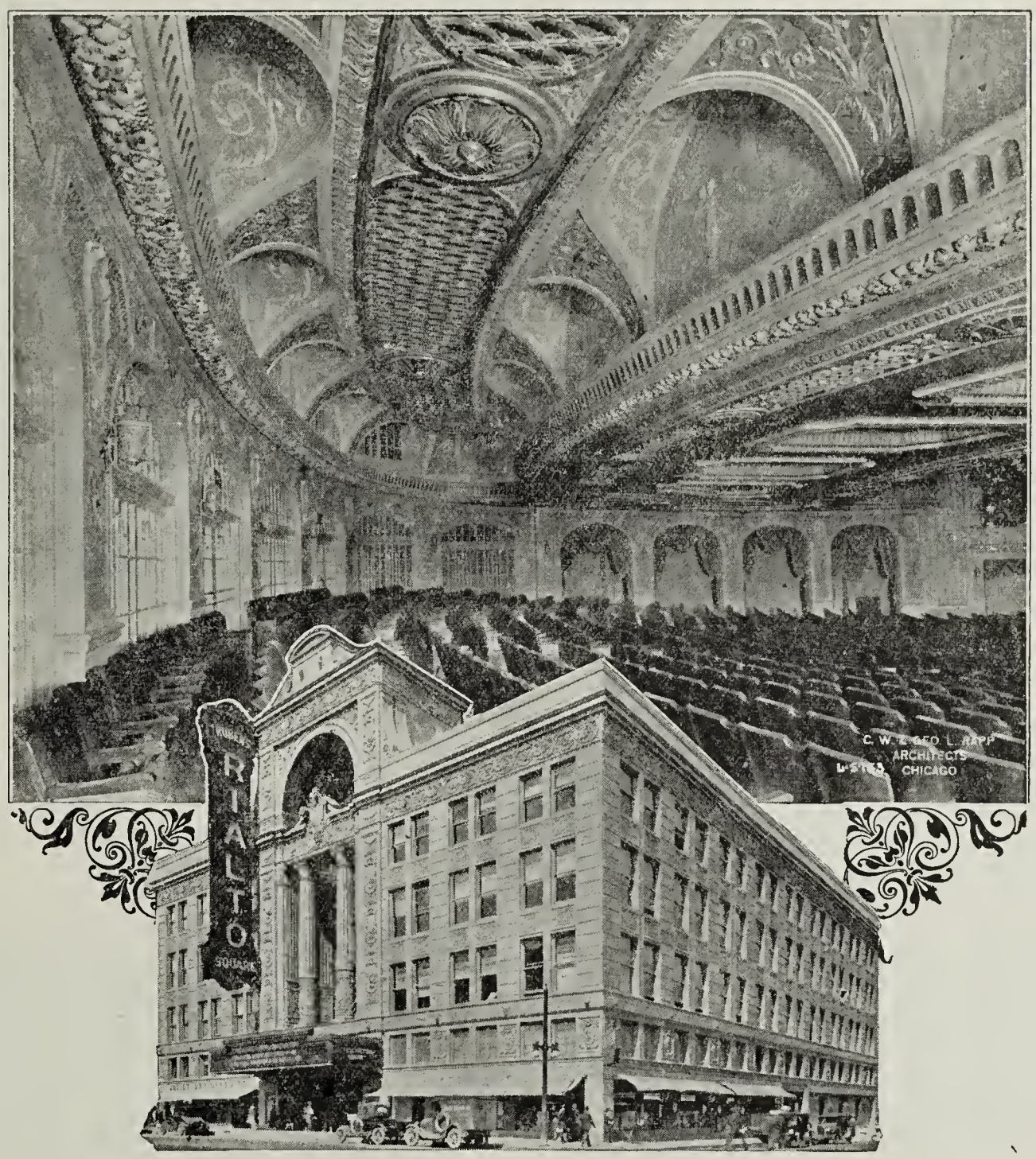
Earl Metcalfe, prominent supporting actor, was killed instantly in a 2,000-foot fall from an airplane in which he was learning to fly.

* * *

Milton, Mass., is a town 233 years old and it never has had a theatre or a place of amusement of any kind. It was founded in 1695. When the Markel Amusement Co. completed a $75,000 theatre the council opposed its opening, although the vote was close. A rehearing has been asked.

* * *

The first pair of horned rimmed glasses worn by Harold Lloyd will be ex hibited at the international exposition in the Hague, Holland, this month.



New Rialto Theatre, Joliet, Ills., C. W. & Geo. L. Rapp, Architects

Worth Remembering

THE truly nation-wide character of the American Seating Company distribution and installation service of its Theatre, Church, School and Lodge seating is not a mere theory or claim, but realized actuality and fact. This is an important thing to remember.

American Seating Company

GENERAL OFFICES, 1005-B LYTTON BLDG., CHICAGO

MID-WESTERN SALES OFFICE — 210 WEST EIGHTH ST., KANSAS CITY, MO.

Wide Variety in Paramount Release for February

Wide variety in story material is in evidence in Paramount's feature and short feature releases in February. There will be released seven feature productions, four two-reel short features, four one-reel cartoons and the regular semi-weekly issues of Paramount News.

Pola Negri's newest production, "The Secret Hour," a heavy dramatic story, was released February 4. The featured roles are played by Jean Hersholt and Kenneth Thomson. As a comedy balance for the theatre program there will be a Billy Cooley-Christie comedy titled "Water Bugs," a two-reel feature, and "Ko Ko's Jerm Jam," an Inkwell Imps one-reel cartoon.

"Under the Tonto Rim," a Zane Grey special with a cast comprising Richard Arlen, Mary Brian and Jack Luden, also was released on February 4. "Sporting Goods," a serio-comic tale of the efforts of a young salesman to sell something new in the golf line, will be released February 11, with Richard Dix in the role of the salesman. The short feature releases for February 11 are the Christie-Jimmie Adams two-reel comedy, "Holy Mackerel" and the "Krazy Kat" one-reel cartoon, "Ice Boxed."

"Doomsday," starring Florence Vidor, will be released February 18. Miss Vidor is assisted by Gary Cooper, Lawrence Grant, Charles Stevenson and Tom Ricketts. The suggested comedy short features to round out the program are the Christie-Burns two-reel comedy, "Just the Type" and the Inkwell Imps one-reel release, "Kowo's Bawth."

February 18 also will see the release of the Paramount Christie feature comedy special "Tillie's Punctured Romance," the new version of the famous box-office comedy which originally was made with Charles Chaplin, Mabel Norman and Marie Dressler in the featured roles. The new version, with a new story, is enacted by a cast comprising W. C. Fields, Chester Conklin, Louise Fazenda, Doris Hill, Tom Kennedy and Mack Swain. The new production will be under six reels in length in order to permit the exhibitor a more rapid turnover.

"The Showdown," George Bancroft's first starring picture for Paramount, will be released February 25. Mr. Bancroft's supporting cast includes Evelyn Brent, Neil Hamilton, Fred Kohler and Arnold Kent. Rounding out the program, Paramount offers the Paramount-Mintz novelty two-reel production, "Adoration," an unique story and picture, and the Krazy Wat one-reel cartoon, "A Hunger Stroke."

"Feel My Pulse," Bebe Daniels' latest comedy vehicle, also will be released on the 25th. The featured members of the supporting cast are Richard Arlen, William Powell and George Irving.

New Barthelmess Roles

It will be in entirely different roles that Richard Barthelmess will next appear before the cameras. The two forthcoming films in which he will be seen are "Roulette" and "Out of the Ruins." The first is by Fanny Hurst, the second by Philip Gibbs.

M-G-M Contracts For More Leading Directors

Considering notable directors to be the backbone of past success, and also the mainstay of the present production schedule, M-G-M has now under contract some of the outstanding film geniuses of the industry.

Clarence Brown, director of "The Trail of '98," "Flesh and the Devil" and other films, has been signed under a new contract, according to the announcement of Irving G. Thalberg, studio executive. Other directors of notable successes of the past year just signed for a new term include Tod Browning, director of "The Unholy Three," "The Road to Mandalay," "The Big City" and other films. George Hill, director of "Tell It To the Marines," and now directing the Russian spectacle, "The Cossacks," with John Gilbert in the star role. Harry Beaumont, who directed Ramon Navarro in "Forbidden Hours" and is noted for "Main Street," "Babbitt," and his other work , and Chester Franklin, who directed "The Thirteenth Hour" and is shortly to direct "Detectives."

Notable additions are Robert Flaherty, director of "Moana of the South Seas" and "Nanook of the North," who has been signed and is now in the South Seas preparing to direct "Southern Skies," an idyll of the tropics, and Herbert Brenon, borrowed from United Artists to direct Lon Chaney in his new Metro-Goldwyn-Mayer vehicle, "Laugh, Clown, Laugh."

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Here's the KEY that turns on the Power

Date_____1928

Associated Publications, Inc.
Glover Bldg., Kansas City, Mo.

Here's my dollar for a copy of THE IDEA.

Name _____

Theatre _____

Address _____

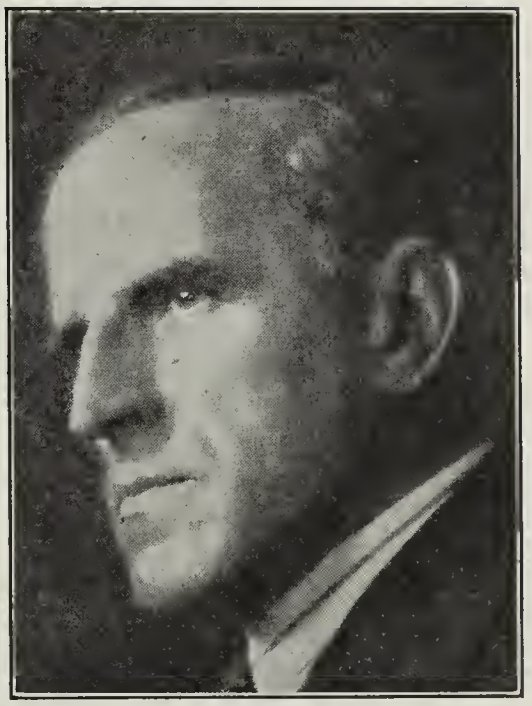
Town_____ State _____

PICTURE NEWS *Told in Pictures*

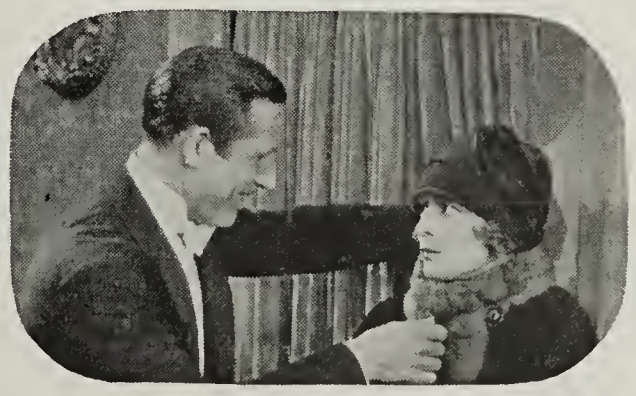
Suggested by the Jack London story, "White and Yellow," Tiffany-Stahl has in "The Haunted Ship" released a stirring drama of the sea. In the cast are such well known actors as Dorothy Sebastian, Montague Love, Tom Santchi, Ray Hallor, Pat Harmon, Alice Grant, Blue Washington, Sojin and William Lowery. Above are scenes from "The Haunted Ship."

Hope Hampton and Marcos Valles in a scene from "The Call of the Sea," a story in natural color of a mermaid who becomes the wife of a fisherman. It is released through Educational.

Charles Bowers, left, star of Bowers Comedies, and E. H. Allen, general manager of the Educational studio, discuss details of production prior to starting work on the novelty release.



One of the great character actors of the screen is Gustave Von Seyffertitz, generally cast in a sinister role. Thirty years ago he came from Vienna to join in New York what was said to be the world's best theatrical stock company.



Marguerite De La Motte and John Miljan in "The Final Extra," a Gotham Production.

EXPLOITATION IDEAS AND HINTS

Many Angles Are Used In "Love" Exploitation

Many unique novelities were used to exploit "Love" at the Roosevelt Theatre, Chicago, when that John Gilbert-Greta Garbo success played there. Manager F. O. Donnel, assisted by Metro-Goldwyn-Mayer exploiteers, handled the promotion work on this feature.

Three thousand of the small burr sticker hearts of "Are you in Love" were put out on the day before the opening. Three thousand cardboard hearts with a cut of Gilbert and Garbo, were tied on cars, on doorknobs and any available place. Also 1,000 large hearts with cut of Gilbert and Garbo were put on light poles, offices, winds, etc. Five thousand bookmarks were made for the public libraries, all having a list of Tolstoi books, and a cut of the Gilbert-Garbo picture.

A contest was arranged with a Chicago newspaper called "How To Tell When You're In Love." This contest offered $100 in cash and fifty pair of tickets to the Roosevelt Theatre to those who sent in the best letters on the subject. The contest started a week in advance of the showing, and ended the day of the opening. A special column on this was carried in the paper daily.

A 40-foot banner was sent from the New York office of M-G-M, and hung from the roof of the theatre over the marquee. A special set of cut-outs were made for the lobby front and marquee. For the two ends of the marquee, large transparent letters were made—spelling the word "L O V E." These were lighted with lavender tinted lamps and made a most conspicuous flash.

A music company arranged for display of five hundred large heart cut-outs with the announcement of the picture on one side and the song "That Melody of Love" on the reverse. These were placed in all the downtown music shops.

The Swedish consul and guests were invited for the Wednesday night after opening, and letters sent to all the Swedish societies announcing "A Night for Sweden." Special stories were run in the papers about "the most beautiful Swedish beauty" being in the Tolstoi picture with John Gilbert.

Loew's Lincoln Square Exploits "Get Your Man"

Manager Benjamin W. Newman, Loew's Lincoln Square Theatre, New York City, devised several novel stunts in exploiting the Paramount Clara Bow starring vehicle, "Get Your Man," which resulted in increased box office receipts when the picture played the house recently.

Mr. Newman's exploitation was in the form of a window display. A cut-out was made of Clara Bow, and arranged so that her arm was raised and holding a lasso, which was kept revolving by a small motor. The background for the cut-out consisted of a row of multi-colored houses, overshadowed by a futuristic highly colored sky.

Cut-outs of men running in all directions were placed in the foreground of the house display. Three of the men were shown roped in with Clara holding them by miniature ropes, and one man was depicted in the act of climbing a telegraph pole.

The display attracted much attention from passers-by, with consequent high receipts at the Lincoln's ticket window.

"Les Miserables" Stunt Draws School Children

Universal Exploiteer A. J. Sharick put on such a rousing campaign for "Les Miserables" that crowds of high school children from all over the county packed the Virginian Theatre in Charleston on Saturday afternoons. Before the playdate Manager Lea Richmond procured school cooperation that had never been heard of before in Charleston.

Not only were the Carl Laemmle-Victor Hugo scholarship entry blanks distributed liberally in schools and libraries, but the high school superintendent wrote a special article for the newspapers about the picture. Book marks were distributed by the thousands in libraries and book stores. The latter displayed the book during the run of the picture and the Kresge store put in the ten-cent edition.

The radio was used to broadcast news about the film, and the Charleston Daily Mail ran the "Les Miserables" picture strip serialization for twelve days. Finally, when the picture opened a prologue was used in which a man sitting informally at the organ told to music the story of Jean Val Jean's early life, leading right into the picture.

Armour Helps Put Over "Ham and Eggs at the Front"

A tie-up profitable to the box office of the Cameo Theatre was effected in Cleveland by John Curran, Warner Bros.' exploiteer, in behalf of the comedy feature "Ham and Eggs at the Front." Armour & Co. cooperated in getting up one thousand window cards printed in red and black with the following copy:

Build Up
on
ARMOUR'S
STAR HAM
Get in condition to enjoy
The Laughing Riot
HAM AND EGGS
at the Front
at the
Cameo Theatre
Cleveland

These cards were distributed by Armour's fifty salesmen throughout the Cleveland territory, taking in all the restaurants both in town and in nearby cities, all the dining rooms of the best clubs and all the meat markets within a twenty-five mile radius.

This stunt is applicable to "Ham and Eggs at the Front" wherever it is booked, since Armour has offices in all principal cities of the country.

The PICTURE GUIDE

Little Tips on New Pictures

The Chaser

Distributed by First National.
STAR: Harry Langdon.
SUPPORT: Gladys McConnell.
TYPE: Comedy.
TIME: Present.
LOCALE: American city.
LENGTH: 7 reels.

SYNOPSIS: Harry is a hen-pecked husband who is continually on the outs with both his wife and mother-in-law. When he returns home one night from a lodge dance he accidentally sticks his mother-in-law with his sword and is arrested for attempting to stab her. The judge sentences him to stay home and do the chores of a housewife, which causes some humorous episodes. Bud, his boy friend, asks him to go for a ride in the country and the pair mingles in with a crowd of girls on picnic. When he kisses the chaperon a merry chase follows which ends after a long wild auto race down a mountain side. The wife gives chase to forgive for past actions and all difficulties are adjusted.

HIGHLIGHTS: The chase, the car going down the mountain.

Turn Back the Hours

Distributed by Gotham.
STAR: Myrna Loy.
SUPPORT: Walter Pidgeon.
TYPE: Adventure romance.
TIME: Present.
LOCALE: A Carribean island.
LENGTH: 6 reels.

SYNOPSIS: Lieut. Phillip Drake is discharged from the navy because of cowardice. Hiding his shame he becomes a stowaway on a liner which is wrecked and Drake finds himself cast on an island in the Carribean. Here he is nursed back to health by Tiza Torreon, daughter of a planter. A band of lawless men headed by Ace Kearney imposes on Torreon, and Tiza looks to Drake for protection. But Drake, still a coward, runs away. Tiza believes that Drake is a member of the gang and scorns him. The bandits force Drake to join the band and later take Tiza a prisoner. Drake and Ace gamble for the girl, Drake wins, and helps her to escape. Drake is then made a prisoner but escapes in time to join in a desperate battle against the bandits. An American battleship comes to the rescue and the commander recognizes Drake as the man whom he had discharged. He asks Drake to come back to the navy, but Drake decides to turn back the hours he spent with Tiza on the island and refuses the offer.

HIGHLIGHTS: Rescue by the battleship, battle with the bandits, island scenes.

Man, Woman, and Sin

Distributed by M-G-M.
STAR: John Gilbert.
SUPPORT: Jeanne Eagles.
TYPE: Newspaper.
TIME: Present.
LOCALE: Washington, D. C.
LENGTH: 7 reels.

SYNOPISIS: Al Whitcomb is raised in a dilapidated part of town and is denied all the better things of life. He is the support of his mother. Several years pass and Al becomes a mailing clerk on the "World," a Washington, D. C., newspaper. After a while he becomes a reporter and is sent to cover the inauguration of the President and escorts Vera Worth, society editor, to the Embassy Ball. He becomes infatuated with Vera but is warned by a friend to stay away from her because she is the mistress of Bancroft, owner of the paper. He refuses to believe it and takes the money he had saved to buy his mother a home to buy jewels for the girl. At her apartment he learns the acusations are true when Bancroft enters. In self-defense he kills the publisher and is arrested. Vera's testimony of self-defense saves him. Inspired with new life and disgusted with his past actions, Al starts life anew.

HIGHLIGHTS: Newspaper office scenes, the Embassy Ball, Washington scenes.

Start "The Body Punch"

Production on "The Body Punch" has started at Universal. Jack Dougherty and Virginia Brown Faire are portraying the principal roles. In real life they are husband and wife, having been married a year ago. The supporting cast includes Wilbur Mack, Arthur Millette, George Kotsonaros, Monte Montague and Sammy Gervon.

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SHORT SUBJECTS

Spice of the Box Office

The Man Without a Face

Pathe—10 Episodes

The well known serial team of Allene Ray and Walter Miller continue to offer thrills in this Pathe chapter play. A. M. Williamson wrote the story and Spencer Bennet directed. The serial starts off with Miller as James Brisbane, a young bank teller, capturing a gang of thugs. The bank president likes the courage of Brisbane and sends him to China to bring back two sister heiresses. He finds the girls but the homeward trip is interrupted by a mysterious force headed by the Man Without a Face, which is working against the party in various hair-raising ways. There is no loss of action and excitement runs along without much interruption.

The Call of the Sea

Educational—Two Reels

A technicolor production produced in feature style with a fantastic story threading its way through the colorful scenes. Hope Hampton plays the leading role while a group of Denishawn dancers offer an attractive background. The picture was made in Bermuda. A fisherman sees a dozen or more beautiful maidens drying their hair on the sand and he is successful in capturing one, realizing that they are mermaids. He marries the girl and sets up a domestic life. After several years, during which time a daughter has been born, the girl gets restless for her sea home and one night in the shadows of the moon she slips away to join her mermaid sisters. This type of short subject is becoming more popular.

Chilly Days

Educational—Two Reels

Big Boy, the youthful comedy star, steals the honors in this two-reel comedy. In this little feature Big Boy portrays an orphan who lives with a family that histreats him. A grandfather, whom he had never seen, sends money to the landlady for the boy's upkeep but the woman uses the money for her own son's luxury. At last Big Boy rebels and goes out into the world to make his own way. In the meantime the grandfather comes to see the boy. A cop is chasing Big Boy who has broken a vending machine and the grandfather, who recognizes the boy, helps the lad escape. After numerous adventures together, the old man reveals his identity and takes the kid home.

Oh, Mabel

Universal-Two Reels

Mike Hobnail, a lowyer, receives a call from a woman who gives her name as Mabel. His wife gets jealous and will not accept the explanation that Mabel meant to phone his brother Ike. Mabel gets Ike on the phone and tries to blackmail him with a breach of promise threat. Ike runs to Mike for help and Mike agrees to take the case. On his way to the office Mike's car runs into Mabel's. She claims damages and he takes her to the office. The jealous wife comes in and Mike is forced to settle with the vamp for a large sum to get rid of her before the hair pulling starts.

In the interest of his brother Ike, he calls at Mabel's apartment. His wife follows, concealing herself in the room. Mike makes love to the girl and has a hard time proving that he did it to save his brother.

On Deck

Universal—Two Reels

Ensign Harry is George's rival in love and the moment's favorite. To satisfy the girl's craving for naval heroes George masquerades as a sailor and goes to call on her. On his way he encounters a marching squad of sailors and is compelled to go with them. The first man he sees on the ship is the ensign, who decides to do him dirt. The ensign tells him he is now in the navy and orders him to swab the deck. George is persecuted by his superior and hazed by the sailors. It takes him all night to get into his hammock and the moment he gets to sleep they wake him for roll call. After many sad mishaps his luck changes and he gets a rise out of the woman of his heart.

Publix Offers $1,000 For Exploiting Shorts

As an outstanding indication of how the big theatre organizations are taking to the playing and advertising of short comedies, Publix Theatres throughout the country have launched a unique contest in which their managers will develop novel ways of tying the Christie comedies into their general newspaper advertising of the whole show.

The contest, which will carry a large prize list, is being staged by the Publix home office advertising department in conjunction with the Christie Film company, and the details on the comedy advertising drive are in charge of Ed Olmstead of Publix who will assemble the managers' comedy advertising and exploitation stunts from all over the United States.

The contest will extend to March 17, St. Patrick's Day, and awards will be made thereafter when judging of the managers and theatre advertising men's efforts will be done by a committee composed of Sam Katz, president of Publix, Sam Denbow, Jr., vice-president, D. J. Chatkin of the Publix booking department, A. M. Botsford, director of Publix advertising and publicity, Ed Olmstead, and Pat Dowling, publicity and sales director for the Christie company.

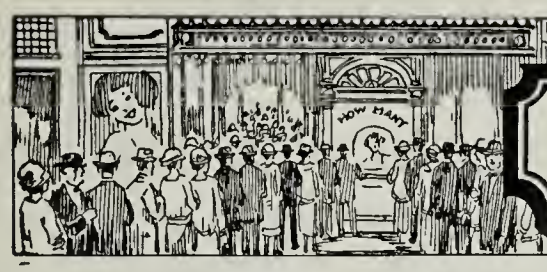
The Publix manager originating the best newspaper ad will receive the first prize of $400; second, $150; third, $75; and fourth, $50. There will be three prizes of $25 each for the next most representative advertising efforts. The mangager who originates the best exploitation stunt will receive a cash award of $150; the second, $50; and the third and fourth, $25 each.

Educators Use Most Non-Theatrical Films

Educators are the leading users of motion pictures in the non-theatrical field, according to a survey of the past month's activity of the educational department of Pathe Exchange, Inc. One hundred sales reports taken at random from all parts of the country were used to learn who were the users of motion pictures and what type of picture was booked. Of the 100 sales, 39 were made to educational institutions. Social groups came second with 27, followed by religious organizations with 24. Six commercial companies and four civic or govermental bodies completed the list.

The educational institutions were divided as follows: grade schools, 12; high schools, 11; parochial schools, 5; boards of education booking for school systems, 4; colleges, 3; schools for the deaf, 2; and one reform school and one museum.

Clubs and societies lead the social group with 10, while community centers and Y. M. C. A.'s have 5 each. In the religious group were 17 Protestant and 7 Catholic churches. Factories, hotels, farm bureaux and par commissions were represented in the other two groups.



BOX-OFFICE REPORTS

FBO

The Harvester, Natalie Kingston.—Clean appeal to all classes—Sunday, yes.—R. E. Wood, Casino, Excelsior Springs, Mo.

GOTHAM

Rose of Kildare, Helen Chadwick.—Advertised special orchestra music, and packed them in.—Merle H. Skinner, Liberty, Judith Gap, Mont.

Blondes by Choice, Claire Windsor.—A very good light comedy for mid-week run.—Merle H. Skinner, Liberty, Judith Gap, Mont.

INDEPENDENT

A Streak of Luck, Buffalo Bill, Jr.—Here is a real show. He is the best star in westerns. Try a Buffalo Bill, Jr.—A safe bet.—John Willey, Rex, Mulberry and Arcadia, Kas.

Riders of Mystery, Bill Cody.—As good as any picture. It's a sure money-maker. Independent has the pictures.—John Willey, Rex, Mulberry and Arcadia, Kas.

METRO-GOLDWYN

Rookies, Karl Dane and George K. Arthur.—Played two nights; second better than first. Can't go wrong on this one.—W. D. Bearce, Peoples, Hume, Kas.

Annie Laurie, Lillian Gish.—Buy it! Push it! In O. K.—C. A. Riggs, Gem, Hartford, Kas.

Adam and Evil, Lew Cody.—Sure will please.—C. A. Riggs, Gem, Hartford, Kas.

PARAMOUNT

Barbed Wire, Pola Negri.—Everyone pleased. Negri's best picture.—D. M. Standridge, Electric, Galena, Mo.

It, Clara Bow.—Very good.—J. J. Brusmer, Isis, Onaga, Kas.

Kid Boots, Eddie Cantor.—A very good picture. Print fine.—John Willey, Rex, Mulberry-Arcadia, Kas.

Manpower, Richard Dix.—This should please most audiences. A very good picture; well screened.—C. N. White, Community, Laurelville, Ohio.

Soft Cushions, Douglas McLean.—McLean does not draw as well in this as some others. Just a fair picture.—C. N. White, Community, Laurelville, Ohio.

Children of Divorce, Clara Bow.—Not nearly as good as other Bow pictures—not Clara's type. Fair entertainment.—C. N. White, Community, Laurelville, Ohio.

Let It Rain, Douglas McLean.—Best McLean comedy we've shown. Push it hard.—Merle H. Skinner, Liberty, Judith Gap, Mont.

The Potters, W. C. Fields.—Very good comedy, and will bring them back.—Merle H. Skinner, Liberty, Judith Gap, Mont.

PATHE

Keep Smiling, Monte Banks.—Best comedy Banks has made yet. Good exploitation chances.—Merle H. Skinner, Liberty, Judith Gap, Mont.

Broadway Boob, Glenn Hunter.—Not so good as most of Hunter's attractions, but fair.—Merle H. Skinner, Liberty, Judith Gap, Mont.

Love 'em and Leave 'em, Louise Brooks.—Very good comedy, but poor drawer.—Merle H. Skinner, Liberty, Judith Gap, Mont.

Lony Soap on the Pews, Leo Maloney.—Fair western with good plot. Kids will like it.—Merele H. Skinner, Liberty, Judith Gap, Mont.

RAYART

Somebody's Mother, Mary Carr.—One of the best. Play it.—S. M. White, American, Keytesville, Mo.

Casey Jones, Ralph Lewis.—A real audience picture—Sunday, yes.—R. E. Wood, Casino, Excelsior Springs, Mo.

EXPLOITATION IDEAS AND HINTS

In Every Issue We Publish Detailed Accounts of What Various Exhibitors Are Doing to Promote Business. These Practical and Proven Ways of Putting Over a Picture Mean Money to You. Read This Section!

TIFFANY

Lightning, J. Ralston.—Stood them up. Very good picture. Should have bought this for two days.—J. H. Jenkins, Douglas, Lees Summit, Mo.

Colored Classics.—Each of these color classics has been extra fine. My audience is demanding them.—Herman Alives, Commodore, Eureka Springs, Ark.

College Days, All Star Cast.—This is a dandy picture, and I had a great many compliments on it at the box office. It pleased everyone.—H. L. Hitchcock, Gem, Baldwin City, Kas.

Women's Wares, Evelyn Brent.—This is a very fine picture. The patrons were well pleased.—Mrs. Morrisey, Central, Kansas City, Mo.

UNIVERSAL

Spurs and Saddles, Art Acord.—Print good. Excellent Saturday entertainment.—W. D. Bearce, Peoples, Hume, Kas.

Down the Stretch, Marion Nixon.—Good.—J. J. Brusmer, Isis, Onaga, Kas.

The Lone Eagle, Raymond Keene.—A real picture, 100 per cent.—Buy Hill, City Hall, Belton, Mo.

The Cat and the Canary, Laura La Plante.—Thrills aplenty. Get this one; good picture.—Buy Hill, City Hall, Belton, Mo.

Painted Ponies, Hoot Gibson.—Pleased audience 100 per cent. No kicks.—George W. Rusk, Rusk, Galt, Mo.

Michael Strogoff, Ivan Moskin.—Played this to good business. Every one pleased.—George W. Rusk, Rusk, Galt, Mo.

Les Miserables, Special Cast.—Wonderful! Gets the "stay at home" out.—F. W. Myer, Lone Star, Vermillion, Kas.

Silent Rider, Hoot Gibson.—A real western thriller.—F. W. Myer, Lone Star, Vermillion, Kas.

Back to God's Country, Renee Adoree.—A good northern picture.—D. M. Standridge, Electric, Galena, Mo.

Fangs of Destiny, Dynamite.—Very good; pleased youngsters.—C. A. Shunk,s Hall, Ravenwood, Mo.

Silk Stockings, Laura La Plante.—A good one, but not as pipping as some.—C. A. Shunk, Shunk's Hall, Ravenwood, Mo.

STATE RIGHTS

Tricks, Marilyn Mills.—Best picture for some time. As good as any Fred Thomson I have ever shown.—John Willey, Rex, Mulbery-Arcadia, Kas.

The CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

BANNERS

CLOTH BANNERS—$1.75, 3x10 ft. Three colors. Paper banners, 60 cents. Any copy up to 15 words. One day service. C. O. D. anywhere. Low prices on window and tack cards. Royal-Hoddy Co., Box 695, Kansas City, Mo. C4t—2-25

EQUIPMENT FOR SALE

FOR CASH or 18 monthly payments. Any part of this Theatre equipment. 708 Upholstered Opera Chairs, two Powers 6B. Machines, one 40 Amp. Westinghouse Transformer. 12 by 16 DaLight Screen with Frame. All new, never used. Now in Belvedere Theatre, Memphis, Tenn. Must be moved immediately. A big bargain to anyone who can use any part of this new equipment. Address Sam Lears, 3759 Pine Grove Ave., Chicago, Ill. p2t—2-12-28

FOR SALE cheap: Motiograph Deluxe motion picture machine. Elmer Neelel, Hartley, Ia. P1t 2-11-28

FOR SALE: One 24-inch American Blower Exhaust Fan, 60 cycle, three phase 110 volt. In excellent condition, Guaranteed. First check for $60.00 gets it. J. E. Foland, 111 West 18th Street, Kansas City, Mo. C1t 2-11

Six Hundred opera chairs; two Powers projectors; Screen; Booth, rewinds, etc. Excellent condition—low prices for quick sale. Movie Supply Co., 844 Wabash Ave., Chicago, Ill. C13t-3-19-28

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE: One Aeolian Player Piano, together with rolls. Priced for quick sale and cash will talk. One orthophonic victrola, nearly new, electric motor, nice assortment of records. Can assume contract on this with small down payment. LaBelle Theatre, Bellevue, Mich. C1t 2-11-28

NATIONAL High Intensity Carbons; one thousand 13.6 m-m x 20 in. and one thousand 7-16 x 9 in. Orotip, $325 f. o. b. Atlanta, Ga. Address Thos. F. Callahan, 1296 Murphy Ave. S. W., Atlanta, Ga. P1t 2-11-28

FOR SALE—Fifty opera chairs, $1 each. W. L. Douglas, Newman Grove, Nebr. P1t 2-11-28

1500—Beautiful Spring Cushion Opera Chairs, brand new. Upholstered in DuPont red grained Spanish for any pitch floor desired. Very low price. Quick shipment. Write for exact photograph and details. C. G. Demel, 845 South State, Chicago. P4t—2-25

HERE is your opportunity while they last, brand new, ¼ HP, 110 volt, 60 cycle, single phane, General Electric, enclosed type motors, $12.95 each; ½ HP, same as above, $29.75 each; 1 KW or 1,000 watt, 32 volt, brand new, Westinghouse power and light generators; can be used for portable moving picture work also, special price of $48.00 each. Money back guarantee. $5.00 with order, balance C. O. D. Bargain list free. Wire or write General Distributing Company, Security Building, Duluth, Minn. ctf

EXCHANGES, TRADES

FOR EXCHANGE: Flint business property for theatre, small town. W. C. Wagonlander, 2708 Franklin Ave., Flint, Mich. P1t 2-11-28

FOR TRADE, complete mercury arc set with extra tube for six B. head in first class condition. W. D. Frazier Theatres, Ottawa, Kas. C1t 2-11

POSITION WANTED

Manager. Theatre or circuit. Three years experience. Now employed, but reason for change. College graduate. Unquestionable reference, character and ability. Box J. W., Reel Journal, 368 Glover Bldg., Kansas City, Mo. P1t 2-11

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SOON YOU WILL SEE HER IN "FINDERS KEEPERS". THE FACT THAT this story was written by Mary Roberts Rinehart is a powerful box office argument. The fact that it is the best picture Wesley Ruggles ever directed is another. The fact that the superb cast is headed by such performers as John Harron and Edmund Breese is still another.

BUT THE BIG FACT WHICH STANDS OUT IN BOLD RELIEF IS THE FACT THAT THIS WHOLE PICTURE IS LAURA LA PLANTE AT THE PEAK AND PINNACLE OF HER BEST.

WHEN THE CRITICS REVIEW THIS PICTURE, YOU ARE GOING TO BE buried under a shower of adjectives with regard to Miss La Plante.

THE WORLD AND HIS WIFE WILL SUDDENLY REALIZE THAT A STAR OF first magnitude has appeared—a star to be reckoned with hereafter as one of your very strongest attractions.

BEFORE YOU EVEN HAVE AN OPPORTUNITY TO SHOW "FINDERS Keepers", the truth will be known by your customers and they will be eager to see Miss La Plante. If you have not booked this picture, that is your worry, not mine—except that as one who has tried to give you the straight truth through all the years I have been in business, I advise you to arrange for a booking.

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L. WAYNE JONES, Arcadia Theatre, Vandergrift, Pa.—Entirely satisfactory.

N. JOHNSON, Scenic Theatre, Miller, S. D.—Real pictures for any audience.

G. CAREY, Strand Theatre, Paris, Ark.—Better than many of the so-called specials sold by the loud-talking boys.

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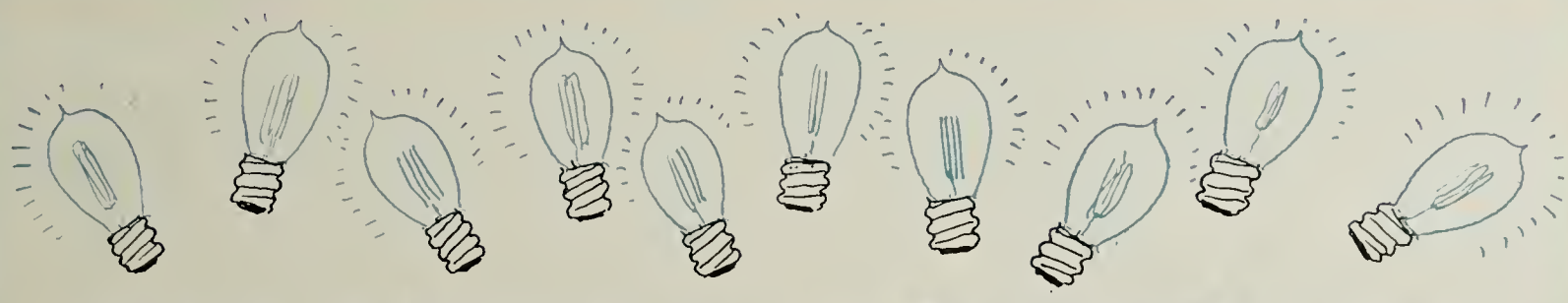

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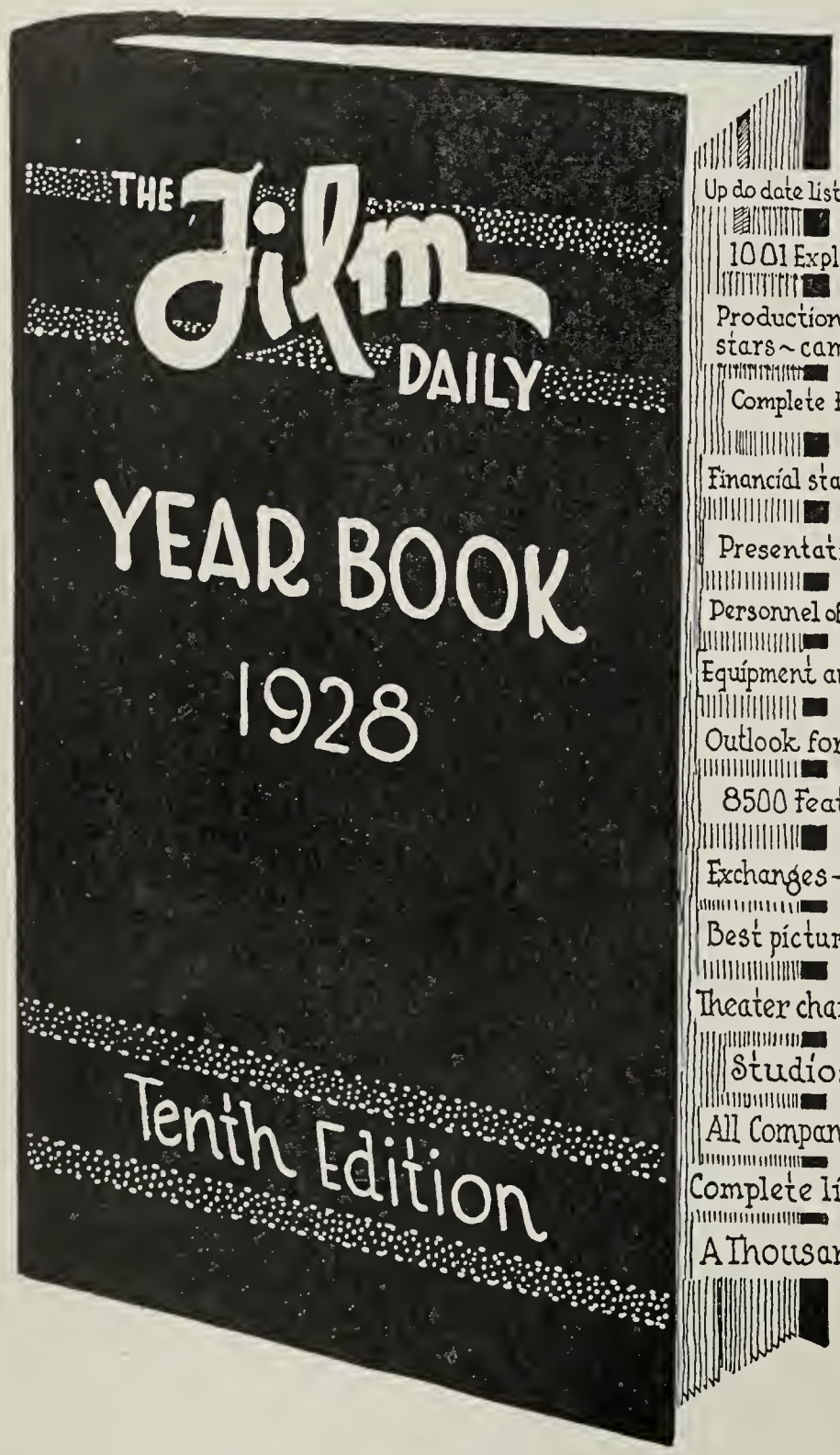

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EDITORIAL COMMENT

A New Angle

By BEN SHLYEN

A NEW angle on the Brookhart bill developed at the convention of exhibitors of Iowa, the home state of Senator Brookhart, that caused them to directly oppose the measure, and this without consideration for other provisions of the bill with regard to block booking, blind booking or allocation of product.

It was brought out at this meeting that, according to Section 6 of the bill, free competition will be invited from churches, schools and other institutions owning a projection machine. This, because the producer would not be permitted to exercise discrimination in the choice of customers. Section 6 of the Brookhart bill is as follows:

"After six months from date of this Act it shall be unlawful for any producer or distributor to allocate, lease, or rent copyrighted films to theatres which are affiliated directly or indirectly with such producer or distributor or any other producer or distributor without affording **all competing exhibitors an equal opportunity to bid for such films in free and open competition.**"

In paragraph (a) of Section 1 of the bill the term "exhibitor" is defined as "any person owning or operating a motion picture theatre or theatres or other place where motion pictures are regularly exhibited as all or part of a program of entertainment, whether or not such person also is engaged, directly or indirectly, in the production or distribution of films."

Non-theatrical competition has been one of the exhibitors' greatest worries, especially the small town exhibitor. Exhibitors, after years of strenuous effort through their organizations, finally obtained the consent of producers and distributors to refuse to sell churches and schools anything but religious or educational pictures. Compliance with this agreement enabled many a small town exhibitor to keep his theatre operating at a profit, where formerly the open competition from non-theatrical institutions made business pretty tough for him.

It is a well known fact that in many towns where there was only one show and an exhibitor could not get together with a distributor on terms to play his product that the school or church in that town was used as a "club." In many instances the exhibitor was not even approached by the salesmen of some companies, who went right to the church or school, because these institutions, with practically no overhead or investment, paid better film rentals. Of course, some distributors in some places are not living up to their agreement to not sell non-theatrical institutions, but these breaches of good faith are few in number.

We learn also that there is now a fourth bill of this same nature up before the legislators of the country. Whether it means government control of this industry or not, to get into the hands of politicians is bad enough. And we still believe that a conciliatory attitude on the part of both exhibitors and distributors at the contract conference can amicably settle the business differences that exist and throw off the threatening yoke of Federal regulation.

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MOVIE AGE

MARGARET FOLEY
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Excursions to Omaha To Witness a Picture

For the first time in the history of motion pictures in Omaha, a tieup was made with a railroad to run special excursions to see a motion picture. M. W. Korack, manager of the Rialto Theatre at Omaha, made arrangements with the Union Pacific System to run excursions from 120 towns in Nebraska to Omaha on Saturday and Sunday in the third week of the showing of Al Jolson in "The Jazz Singer." The railroad company made special rates of one fare less one-fourth.

This is the first time in the history of Omaha that a picture has been held for three consecutive weeks. Some patrons are coming two and three times to see it over. Also all house records at the Rialto were broken on the first week's showing.

Denny Succeeds Dutton

W. C. Denny, from Cleveland, has taken the place of O. H. Dutton as district manager of National Theatre Supply Co. Mr. Denny will headquarter at Chicago, as he will handle the new territory in addition to his former territory. Mr. Denny is originally from Omaha and is well known around this location, where he was a salesman a number of years ago.

Orchestraphone Broadcasts

The Orchestraphone was broadcasted from the WOW station last Monday night. Radio listeners throughout the country wired in with their congratulations and said that the program came in as naturally as if the originals were broadcasting. There was also a little talk about the Orchestraphone, delivered by Mayer H. Monsky. It is reported the Orchestraphone will be broadcast from WOW as a daily feature.

WHO'S WHO IN LOCAL FILM CIRCLES

FRANK C. HENSLER

Here is another Omaha exchange man who started on the exhibitor's side of the fence. Frank Hensler's experience in the show business dates back about 18 years, when he managed the Butterfly Theatre at Milwaukee. Later he managed the Climax, the Jackson and the Owl, and this ended his experience as an exhibitor.

Frank C. Hensler

In 1914 he went to work for K. E. S. E. at Milwaukee as a salesman, where he remained until 1916, when the company was taken over by General Film Co. Upon the change Hensler was given the job as city salesman, but a year later General also closed up. In 1917 he appeared in Omaha as salesman for Pathe, where he remained for 17 months. Returning to Milwaukee, he was given the position of manager of the Hulmark Film Co. and a little later it in turn went out of business. It was at this time that Hensler became connected with Metro, when he was made manager of the Milwaukee office. When Metro and Goldwyn merged Mr. Hensler remained in charge until 1926, when he was transferred to Omaha to manage that branch.

Frank has many years of efficient service to his credit and at one time was prize winning salesman in a Metro-Goldwyn drive. While in Omaha he has developed a host of friends because he is a square shooter and is always ready to lend a helping hand.

As to his hobbies, if any, we know that he is third high bowler and is said to be quite a fisherman.

BRIGHT BITS *and* NEWSY NOTES

Starting last week, M. Marcus started on the road for Warner Bros.

* * *

May Foley from the FBO staff won $7 from Sherman Fitch on a bet on Tommy Grogan. May was so confidant that the young Irishman could not lose that she had the money all spent before the fight was over.

* * *

Charles Nott of the Opera House Theatre at Sutherland, Ia., called on the exchanges last Monday. We were glad to see Mr. Nott. He doesn't find his way to Omaha very often.

* * *

Ruth Nightengale of the Fox staff, who has not worked for some time on account of illness, has returned to the office to begin again. We were glad to see her.

* * *

Frank Good, exhibitor at Red Oak, Ia., called along Movie Row last Tuesday.

* * *

Charles Prokop, Wahoo, Neb., exhibitor, has returned from an extensive trip in the west, and called along the exchanges last week.

* * *

W. A. Bowker, formerly of Onawa Ia., has bought the Lyric Theatre at Tekamah, Nebr., from J. W. Anderson Ed Forke of Lincoln made the deal.

* * *

L. E. Carnes of Sioux City has reassumed the operation of the Palace after having it leased for some time

* * *

Mrs. Julia Ross of the Elm Theatre at Elm Creek, Neb., visited the exchanges last Tuesday.

* * *

H. J. Groffer, Warsaw, Neb., exhibitor called on Movie Row last week.

* * *

The Omaha exchange men turned out pretty strong at the Des Moines convention. Almost every office had one or two delegates present either Monday or Tuesday.

* * *

Rosemary Foley, Omaha film board secretary, declined to play poker recently on the grounds that she knew absolutely nothing about it. But after a little persuasion she cleaned up on five or six film men who have reputations for being good players. Now explain that Rosemary!

* * *

Harry Lefholtz, Bill Strickland, and Phil Monsky drove over to Des Moines together, but after a battle with the Iowa mud arrived too late for the Film Board banquet.

* * *

Mrs. Lola Gentry, Los Angeles Film Board secretary, and Miss Clare Foley, San Francisco secretary, arrived in Omaha Saturday and with Miss Rosemary Foley of the Omaha board went to Des Moines for the exhibitors' association meeting at Des Moines. The secretaries met C. C. Pettijohn, general counsel for the Film Boards.

Iowa Exhibitors Unfavorable To Senator Brookhart's Bill

Theatre Men of His Own State Believe Measure Removes All Protection to Industry— C. C. Pettijohn Speaker At Des Moines

Well, it's all over and the outside world can now learn how Iowa stands on the Brookhart bill. The home state of the senator who introduced the bill has been in turmoil and tumult for the past few weeks over the measure that was supposed to be a cure for the block booking evil and other minor diseases which are affecting the motion picture industry.

Iowa members had a long time to study the measure before taking any action and every faction interested in the bill had a chance to circularize the theatre owners of the state. The Hays organization was interested in what Senator Brookhart's home state was going to do about the bill and Counsel Charles C. Pettijohn came all the way from New York to attend the meeting of Iowa exhibitors at Des Moines Monday and see which way the wind was blowing out in the tall corn country. We can thank Senator Brookhart for that at least, because we have been trying to get Will Hays to come or send Mr. Pettijohn here to attend one of our meetings for years and they were always too busy to come.

Block booking, blind booking or allocation of product were not discussed. The issue seemed to be entirely that of theatre protection from the outside world in the showing of feature pictures as they are made today by national companies. With the passage of the Brookhart bill the Iowa theatre men believe this protection would be automatically lost and free shows given by schools, churches and business men's organizations would ruin the small town theatre business.

It is not known just why this feature of the discussion has not been previously pointed out, but it was important enough to turn Iowa exhibitors against the Brookhart bill. Practically every theatre owner present at this meeting was in sympathy with the probable intent of the measure and would rather have supported Senator Brookhart than to have opposed him, were it not for the unfortunate circumstances arising from governmental supervision of the distribution of motion pictures.

Unless the producer and distributor are to be allowed to protect the theatre owner as he is now protected, the motion picture theatres in the small towns will disappear in less time than it took to build them. They cannot compete with rent free school auditoriums and churches employing non-union operators; with no overhead but the film rental. The producers could not discriminate in the choice of his customers under the Brookhart bill and confusion would result. For this and for no other reason did Iowa theatre owners decide to oppose the bill introduced by Brookhart.

OFFICERS NAMED

The following officers and directors were elected for one year:

E. P. Smith, Des Moines, president.

W. H. Eddy, Indianola, secretary.

Members of the Board of Directors: Thomas Brown, Iowa City; Ludy Boston, Muscatine; Harry Hearsteiner, Des Moines; John Waller, Osceola; Thomas Arthur, Mason City; William Youngclaus, Perry; Charles Peterson, Hampton; Wesley Mansfield, Tampa; Otto Panknen, Marengo; H. N. Davies, Spencer, and F. R. Puffer, Webster City.

* * *

Charles C. Pettijohn, representing the Hays organization, spoke to the Iowa theatre owners at 3 o'clock, on their invitation, on the motion picture business in general. He did not touch to any extent upon the Brookhart bill. This did not seem to satisfy most of the members present and after transacting some routine business, Mr. Pettijohn was asked to appear again and discuss the Brookhart bill.

The attitude taken by the speaker on the bill seemed to meet with general approval and pleased the large majority of those present. Mr. Pettijohn spoke again at the Film Board banquet at the Hotel Fort Des Moines in the evening and entertained in a pleasing manner. Although the speaker represented the Hays organization and the producers, the impression made by Mr. Pettijohn was entirely favorable and no suggestion of discord was shown by any one attending the convention. We wish to compliment him because of his fair and frank attitude while in Iowa and would say the result would be beneficial to both exchange and theatre interests.

* * *

Some little color was added to the Iowa convention and the Film Board banquet by the presence of three visiting film board secretaries. Lola A. Gentry, secretary of the Los Angeles film board, and Claire Foley, secretary of the film board at San Francisco, stopped off at Des Moines on their way from New York to the West Coast. Miss Leone Mathews, of the Des Moines board, acted as hostess to the visiting ladies.

* * *

Although the weather at Des Moines on Monday was terrible, water falling in floods from Sunday night until Tuesday morning, the Iowa meeting was well attended. If the weather had been fair the theatre owners of the state would have moved to Des Moines for the day. As it was, the attendance was execellent and about 300 people attended the banquet in the evening.

Iowa M. P. T. O. Adopt Kansas-Missouri Plan

At the annual meeting of the Iowa Motion Picture Theatre Owners at Des Moines on February 13 the principal topic of discussion, next to the Brookhart bill, was the manner of assessing and collecting dues for the support of the organization. Like all other organizations of its kind, the main difficulty seems to arise in financing the work of the association.

No one ever disputes the fact that it takes money to operate a state or national organization, but few agree upon the proper plan. Iowa will try a flat amount for everybody this year. Small town and large city, small theatre and large theatre, all on an equality. The amount is small enough so that all can easily pay and large enough so that the association will have plenty of money if the majority of the theatre owners pay.

The Kansas-Missouri plan, which was adopted, is simply a plan of cooperation between the film salesmen and the state association. The film board offers three very desirable prizes for the salesman who collects dues from the greatest number of theatre owners and turns it over to the association with no expense to the organization.

The plan seems to be working successfully where it has been tried and the proposition from the board was accepted by the Iowa association. The new officers and board of directors are making plans for the contest and it will be conducted in a fair and business-like manner. Authorized credentials will be supplied each regular film salesman traveling out of the various Des Moines exchanges and should be inspected by theatre owners before giving their checks for 1928 membership and dues.

Denial of Pathe-FBO Merger Is Made by Jos. P. Kennedy

Despite His Association With Pathe as Business Advisor, Kennedy Declares Neither Company Has Acquired Interest In the Other

Following the Associated Press dispatch of last week that Pathe had acquired FBO, President Joseph P. Kennedy of FBO has denied that any merger of the two producing organizations had been made or that his association with Pathe as business advisor presaged such a consolidation.

"No stock in either company has changed hands," said Mr. Kennedy's statement. "Pathe has not bought into FBO and FBO has not bought into Pathe. I will have no title with Pathe and will get no remuneration of any nature for my services, which are founded purely on a desire to help Pathe out of a situation."

It is reported that Mr. Kennedy will go to the Coast in six weeks for a conference with Cecil B. DeMille, at which he will recommend that less pretentious productions be made in view of Pathe's distribution and theatre outlets. It is known that Kennedy had been for some time in conference with J. J. Murdock, Pathe president, prior to the announcement.

According to reports, Pathe exchanges have been instructed to ignore all rumors of a possible merger with FBO and to continue with the previous policies of distribution.

Rogers Adds To Gotham Staff on Present Tour

Budd Rogers, vice-president of Lumas Film corporation, on his present transcontinental tour is adding new and well known film figures to the Gotham organization at every point.

After adding Jack Sampson in Chicago and E. J. O'Donnell in Cleveland to the field force for Gotham, Mr. Rogers stopped in St. Louis long enough to enlist the services of Albert Alltvater, well known St. Louis sales executive, who will be associated with Jack Weil in the management of the Gotham Pictures Exchange of St. Louis. Mr. Rogers is also negotiating with one of the most prominent sales managers in St. Louis to further strengthen his staff.

In Kansas City Mr. Rogers held a miniature convention of Gotham franchise holders with Jack Adams of Dallas, Texas, and H. K. Buchanan of Oklahoma City representing the Home State Film Co. Gotham distributors in the Southwest made a special trip to Kansas City to confer with Mr. Rogers over future production and distributing plans.

Iowa Exhibitors Vote To Oppose Brookhart

Direct opposition to the Brookhart bill, providing for governmental regulation of the film industry and prohibiting block and blind booking, was voiced by the Iowa Motion Picture Theatre Own- Moines this week. As Iowa is the home of Senator Brookhart, it is believed that this action by the exhibitors of his own state will have a widespread effect upon the measure he introduced in Congress.

One feature of the discussion at Des Moines was that the provisions with regard to block booking, blind booking or allocation of product were not considered, the issue hinging entirely upon the fact that with the producers being hampered in the distribution of film outside interests—such as churches, schools and the like—would be free to buy and show film in such a way that the regular exhibitors would be completely at their mercy. With the producer unable to exercise discrimination in the distribution of film it was felt at Des Moines that all exhibitors, especially in the small towns, would be helpless against possible competition from non-commercial theatrical interests.

C. C. Pettijohn, counsel for the Hays body, was present and on invitation spoke upon the Brookhart bill.

"Yellow Lily" for Billie Dove

""The Yellow Lilly" will be Billie Dove's next First National starring picture. It will be directed by Alexander Korda, who handled the now famous classic comedy, "The Private Life of Helen of Troy." Miss Dove has just completed "The Heart of a Follies Girl," directed by John Francis Dillon.

Single for Jack Mulhall

Following the completion of "Lady Be Good," in which Dorothy Mackaill and Jack Mulhall are co-featured, the latter will be featured alone in "The Butter and Egg Man," an adaptation of the stage success. Miss Mackaill also will be featured in a production but the vehicle has not yet been announced.

Federal Trade Commission Waits A Vote on Brookhart Bill Before Taking Action

Any action of the Federal Trade Commission on its cease and desist order against Paramount is expected to hinge on the outcome of the Brookhart anti-block booking bill now before Congress, according to reports from Washington.

The future course to be pursued on the order, coupled with the Trade Practice Conference action now under consideration by the commission, is reported as giving its members considerable concern, for Paramount has offered to compromise on the order, agreeing to the dictum of the conference, as concerns its future policy on block booking and theatre acquisition.

It is probable that the whole matter will be aired before Congressional committees when hearings get under way on the Brookhart and other block booking bills. This week was set as the date for the start of hearings on the Brookhart measure.

Warner Bros. Studio To Resume Production

Although no cameras will turn at the Warner Bros. studio until the latter part of February, members of the production force are busiiy engaged on the biggest program of activity ever laid out at the company's western headquarters.

As soon as Jack L. Warner and Darryl Zanuck return from abroad the exact opening date of the studio will be made public. On that day a large portion of the company's next year allotment of pictures and specials will be started.

Stars who will report for work at that time are Dolores Costello, Irene Rich, May McAvoy, Louise Fazenda, Clyde Cook, Conrad Nagel, Rin-Tin-Tin, Myrna Loy, Leila Hyams, Audrey Ferris and Helene Costello. Monte Blue, who is on a location trip in the South Seas, will return a little later.

"Saturday Night" Is Done

The Tiffany-Stahl production "Saturday Night," the first Tiffany starring vehicle for Sally O'Neill, has been completed under the direction of George Archainbaud. Playing opposite Miss O'Neill is Ralph Graves. The supporting cast includes Eddie Gribbon, Sylvia Ashton, Jean Laverty and Jim Finlayson. One of the scenes in this picture was taken in the Hollywood Bowl, where a prize fight was held and in which Ralph Graves was one of the pugilists involved in the fistic encounter.

Fourth Anti-Block Bill Introduced In Congress

Following the lead of Senator Brookhart of Iowa, the fourth bill prohibiting block booking and blind booking and the allocation of product has been introduced in Congress. Representative Cannon of Missouri, and Representative Celler, of New York, have both brought in similar measures in the lower House, and Representative Hudson of Michigan is sponsoring still another.

All of the later bills introduced have followed more or less along the lines of the original Brookhart measure.

Pathe Makes Changes In Branch Managers

A number of changes in the managership of Pathe branch exchanges were announced Thursday by Phil Reisman, general sales manager.

Among the changes announced were: Arthur Levy, of Kansas City, to succeed L. L. Phillips at Des Moines; Oscar Bloom, succeeding R. S. Schraber at Indianapolis; C. D. Hill, succeeding J. E. O'Toole at St. Louis; Henry Zapp, succeeding Oscar Hanson at Detroit; Albert Danke, formerly manager of the Omaha exchange, succeeding C. W. Allen at Oklahoma City; A. G. Edwards, succeeding J. A. Epperson at Denver.

11 New York Circuits Organize Under Sapiro

Under the leadership of Aaron Sapiro, who has had much experience in organizing cooperative farm marketing organizations and who sued Henry Ford for libel, eleven New York circuits embracing 150 unafilliated theatres are organizing on a cooperative basis, according to reports in New York Thursday.

The theatres included in the Sapiro group are reported to be paying $3,000,000 annual film rental.

U. S. Navy Co-operates

Through the assistance of Senator Samuel M. Shortridge of California and the chief of naval operations, Sam Sax was able to secure the active co-operation of the U. S. Navy for the making of some special shots depicting naval life and procedure to be used in the Gotham production "Turn Back the Hours," which is scheduled as the seventh release on the current Gotham schdule and will be available to exhibitors for general release on March 1.

Standard Contract Conferees Resume Sessions in Chicago

Expected That Some Agreement Will Be Reached During Week Remaining Clauses of Contract —Working Behind Closed Doors

Resuming deliberations at Chicago after a week's recess, the standard contract conference on Wednesday of this week began on the problem of ironing out differences between distributors and exhibitors. The sessions are being held at the Congress Hotel. Up to the time of going to press, no announcement had been made of the progress of the conference.

The first session of the reconvening contract committee was called at noon on Wednesday, sitting until late that night, with only Felix Feist, Ned Depinet, R. H. Cochrane, and G. L. Hess, secretary, representing the distributors, Fred Desberg, the affiliated exhibitors, and R. R. Biechele, R. F. Woodhull, Nathan Yamins, Mr. Walsh, H. A. Cole, H. M. Richey, Ben Berinstein, representing the unafiliated exhibitors, present.

The second session was on Thursday, scheduled from 10 to 1 o'clock, then from 2 to 7, with a late evening session, highly probable. Mr. Cochrane, formerly alternate chairman of the sessions, representing the distributors, is now acting as committeeman. Woodhull and Biechele had no statement to make Thursday, except to say that progress was steadily being made.

When the conference adjourned on Wednesday of last week, reports from Chicago indicated that fifteen of the twenty-two clauses in the uniform contract had been agreed upon in principle, which is regarded as favorable progress. No direct confirmation has been given of any agreements, although various members in attendance at the conference corroborated the belief that matters were being worked out fairly satisfactory.

After the week's recess, it is still believed that the greatest obstacle to the complete success of the conference will be an agreement on the arbitration clause, although it is likely that both sides are prepared to make concessions, of greater or less degree, if found to be absolutely necessary.

The most encouraging feeling regarding the outcome of the conference, gathered in reports from individuals in attendance, is that all parties are firmly of the belief that whatever evils affect the motion picture industry can be ironed out between the various factors, without interference from governmental or other sources. The sentiment that the industry is more or less on trial is believed to have drawn otherwise opposing interests more closely together to fight the common battle.

Says Tactics of Big Movie Houses Harmful

O. O. (Odd) McIntyre, who syndicates stories about New York to newspapers all over the country, has this to say about some of the methods of the big movie houses in Manhattan:

"The cinema castles are losing patronage by the unnecessary greed of herding people into roped spaces and forcing them to stand until seats are available. In most instances these people have been told by outside flunkies seats were plentiful. People who pay for seats in this fashion and do not get them are victims of a gyppery. And no business can flourish on gyppery—look at the night clubs. That is, if there are any left.

"Another movie irritation is the custom of ushers jockeying people into the worst seats when there are plenty of first class seats available. I notice, incidentally, that movie patrons are not so meek as they once were. There is a stored-up wrath over these injustices that frequently results in an explosion and a marine-trained usher gets first hand information that his 'ushing' is not as grand as his uniform."

Warners Make Profit

Net income of Warner Bros. for the quarter ended Nov. 26 last, was $102,687 after interest and charges. This equals, after Class A dividends, eight cents earned on the Class B common, compared with a net loss of $109,085 in the same period of 1926.

Bow Picture Delayed

Filming of "Ladies of the Mob" will be delayed, Paramount has announced, owing to the illness of Clara Bow, who went to St. Vincent's hospital, in Los Angeles, Feb. 12 to undergo an operation for chronic appendicitis to be performed by Doctors Clarence Tholin and C. E. Raynolds, with Dr. H. J. Strathearn, Paramount studio physician, consulting.

Announcement was made at Cedar Rapids this week that the Majestic Theatre of Cedar Rapids, formerly a Frank house, closed January 14 by the receiver will be opened February 19 under the management of Boyd B. Truesdale.

* * *

Mr. and Mrs. Otto Panknen, of the Strand at Marengo, spent Monday and Tuesday at Des Moines attending the convention and banquet and visiting friends.

* * *

No games were held in the Des Moines Motion Picture bowling league on last Monday night because of the Film Board banquet. The next games will be played Monday, February 20.

Large Crowd Present At Film Board Frolic

A record crowd attended the Des Moines Film Board banquet and frolic at the Hotel Fort Des Moines on Monday night. The banquet was served to more than 200 guests, who were entertained with a delightful program of vaudeville and music. Lester L. Phillips and W. E. Bamford were in charge of the entertainment and deserve much credit for the way it was presented.

James L. Winn, president of the Film Board, acted as chairman and toastmaster. The speakers were Charles C. Pettijohn, of the Hays organization, New York City; R. W. McGinnis, of the Northwestern Railroad, Lincoln, Neb.; C. E. Williams, president of the Nebraska M. P. T. O. and E. P. Smith, president of the Iowa M. P. T. O.

Dancing followed the speaking program, completing a delightful evening long to be remembered by all those present.

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

Metro-Goldwyn-Mayer	35	19
Paramount	33	21
United Artists	32	22
FBO - Warner	28	26
Pathe	22	32
Universal	14	40

INDIVIDUAL AVERAGES

Comer	182	Fletcher	148
Malm	178	Booth	145
Gorham	178	Harms	143
Hensler	175	M. Monsky	143
Cross	170	Von Dollan	141
Morrison	161	Connors	140
Phillips	158	Fitch	140
Doherty	156	Branson	139
Weitz	156	Strickland	138
Bierman	156	Malchaw	137
P. Monsky	156	Trent	133
Danke	156	Williams	132
McLucas	155	Nedley	132
Barker	155	McCool	131
Fridell	154	Fischer	131
Howell	152	Mitchell	130
Mendelson	152	Okum	130
Stolte	151	Funk	129
Faulds	151	Diamond	126
Nightingale	151	Anderson	118
Fangman	149	Wilson	119
McLean	115		

* * *

The Exhibitors' convention at Des Moines did not do the bowling league much good last Monday night. The teams short paid the penalty.

* * *

The Paramount boys have been going along nicely lately, as the standing shows.

* * *

Hats off to the faithful bowler, Mayer Monsky. He was the only member of the Universal team present and at that we understand he made it interesting for Pathe.

* * *

The bowlers should have a mixed doubles, handicap tournament amongst themselves. That is, one of the girl bowlers bowl with one of the men for a small fee and have prizes. It would put new life in the bowlers and give the girls a treat. What say?

Many See "Kid" Preview

The trade showing of "The Patent Leather Kid" at the Riviera Theatre, Omaha, last Monday morning proved to be a big success. Although the weather was bad, over 300 were in attendance.

Quite a number of out of town exhibitors attended. The opinion seemed to be that First National has certainly got another great picture. It is tentatively dated in the Riviera Theatre, starting March 2.

Fremont, Neb.—W. H. Bergman, formerly a theatre manager of Fort Dodge, Ia., and for the past six weeks connected with the Omaha office of World Realty Co., has been transferred to Fremont as manager of Fremont Theatre, to succeed Geo. Gambrill.

Columbus, Neb.—Earl Skavdahl, manager of the Columbus Theatre, has resigned and gone to Sioux City, where he has an interest in a moving picture show. L. R. Pierce of Omaha is now in charge of the theatre here.

Promising Roles Are Chosen for Milton Sills

Two promising pictures are scheduled for Milton Sills, First National star, who has just completed "Burning Daylight." First he will make an original underworld drama with emotion, thrills and suspense.

After that "The Barker," from the successful stage drama, will be made and in the title role Sills will have a part that suits him "down to the ground."

"White Hands" For Ralston

Paramount has bought Arthur Stringer's story, "White Hands," for Esther Ralston. Filming of the new picture will follow the completion of "Something Always Happens," upon which Miss Ralston is now engaged.

Warner Baxter Opposite Negri

Warner Baxter has been assigned the leading male role in "Three Sinners," Pola Negri's current starring picture for Paramount. Others in the cast include Tullio Carminati, Paul Lukas and Olga Baklanova. Miss Negri's next picture to be seen on Broadway is "The Secret Hour," with Jean Hersholt and Kenneth Thompson.

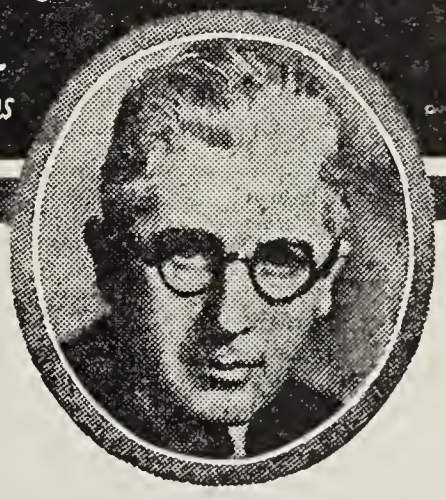
A TIFFANY-STAHL Box-Office Sensation!

To the Exhibitor:

YOU REMEMBER — "THE DANGEROUS AGE" — "WHY MEN LEAVE HOME" — "HUSBANDS AND LOVERS" --- *now-watch for* "THE TRAGEDY OF YOUTH"

The Greatest Box-Office Picture of them all

JOHN M. STAHL
Vice President. Supervising Productions



"THE TRAGEDY OF YOUTH"

TIFFANY-STAHL PRODUCTIONS INC
The Better Entertainment

The Cast

WARNER BAXTER
PATSY RUTH MILLER
BUSTER COLLIER
CLAIRE McDOWELL
HARVEY CLARK
MARGARET QUIMBY
BILLIE BENNETT

Directed by George Archainbaud

STORY BY ALBERT SHELBY LE VINO

ONE OF THE 24 GEMS FROM TIFFANY - STAHL

TIFFANY - STAHL PRODUCTIONS, *INC.*
M. H. HOFFMAN, VICE PRES.

Distributed by RENOWN PICTURES Inc.

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEBR.

N-E-W-S B-R-I-E-F-S

The ecclesiastical circles of France are in an uproar over the innovation of showing the French production, Joan of Arc in the famous cathedral of Notre Dame. Since the cathedral was built there has been no light within the building except from the rays which come through the stained glass and the candles. The flickering of a projector will break the precedent.

* * *

Wallace Lupino, brother of Lupino Lane, will leave soon for England with his bride, Grace Shirley.

* * *

One of filmland's two-men comedy teams has been broken up by the death of Ted McNamara, teamed some time ago by Fox with Sammy Cohen. A cold that developed into pneumonia seized McNamara February 3. He was 36 years old.

* * *

"Bob," eighteen-year-old movie dog, featured in Keystone comedies and "Our Gang," died this month. The dog had played with Harold Lloyd and appeared with Gloria Swanson. It was owned by Arthur C. Bell of Troy, N. Y. Bell was a movie cameraman in Los Angeles, and trained the dog to do many tricks.

* * *

It is understood that Universal will abandon all super-specials contemplated at the beginning of the season, and will make a program features at a cost that will enable their string of theatres to buy. If this is decided upon, the only special that will be made on this program, will be "The Show Boat."

* * *

Douglas Fairbanks has had to give up the idea of making "Twenty Years After," the sequel to "Three Musketeers," due to its tragic nature, which is not the type for a Fairbanks picture. He is now looking for an idea on which to base his next picture.

* * *

For Ramon Navorro's latest starring vehicle, being filmed at the Metro-Goldwyn-Mayer studios, twenty-seven different nationalities and screen extras from every type and race were required for the successful depiction of Singapore, the melting-pot of the Orient.

* * *

The Metro-Goldwyn-Mayer Trackless Train is now enroute to Christobal, Panama from Valparaiso, Chile. After the train leaves Christobal, it will tour the Central American republics, following in the wake of Lindbergh, as the ambassador of goodwill for the American motion picture industry.

* * *

With the completion of the script for Cecil B. DeMille's "The Godless Girl," Jeanie MacPherson, featured scenarist under contract to Pathe-DeMille, finished her eighteenth scenario for a Cecil DeMille production.

* * *

During the filming of a picture, Bebe Daniels, film comedienne, was injured after an accident which resulted in a sprained back and severe bruises. Miss Daniels was making a scene in a make-believe Pullman car mounted in a truck, when the overhanging branch of a tree swept the "Pullman" off its moving foundation and buried the actress under the debris.

* * *

Brunettes are more emotional, according to film love tests made in New York City. The experiment was carried out with the aid of the spygmomanometer and the pneumograph, by charts and graphs and by the simpler method of holding hands.

* * *

Norma Shearer has made plans to retire from the screen in another year. She wanted to retire immediately after her marriage with Irving Thalberg, M-G-M producer, but was persuaded to make several more pictures.

* * *

During a ten-month deep-sea fishing expedition to the South Seas, Zane Grey, author of western and sea stories, photographed about 60,000 feet of film. He has had this material edited and titled by George Sargent into six pictures of two reels each, which will be distributed through Paramount.

* * *

Farina, colored member of the Our Gang comedy unit, contracted what the family physician termed the hives. Thinking this was not serious the kid returned to work rather than hold up production. It wasn't long until Joe Cobb contracted a similar rash, discovered to be chicken pox. Now the Gang will have a vacation.

* * *

It is probable that Jackie Coogan will perfect his education in Oxford, after making one picture this summer for a British film company. Oxford is just an idea at present.

* * *

An atmospheric preview of a railroad drama in a railroad theatre car was the novel entertainment offered the local critics when Pathe presented "The Night Flyer," starring William Boyd. The railroad car theatres are equipped to seat about fifty people, and the first experiments with the screen productions proved that the tourists thoroughly enjoyed the novelty of seeing pictures as they traveled.

* * *

Aesop's Film Fables require twenty-seven artists and one week of time for the completion of 10,000 separate drawings.

* * *

Charles Puffy, the famous stout comedian on the screen, has become an author; and his "The Last Cab" will be a new Pathe picture.

* * *

Reginald Denny, who is just finishing his current production, "Be Yourself," is anticipating going to England about March 5. He will undertake negotiations with George Bernard Shaw for picturizing three of the famous writer's plays.

* * *

Colleen Moore's next picture for First National will be "Here is My Heart." It is an original story by Edmund Goulding and Benjamin Glazier. The latter is the adaptation. Production will begin as soon as Miss Moore has finished "Lilac Time," under the direction of George Fitzmaurice.

* * *

Harry Langdon and staff are now writing the story for his sixth and last picture to be produced under his present First National contract. Production starts March 1.

To Direct "Bellamy Trial"

Monta Bell will direct "The Bellamy Trial," the picturization of Frances Noyes Hart's Saturday Evening Post story, for M-G-M. This will be Bell's first assignment since his recent return from Europe. "The Bellamy Trial," the entire action of which takes place within the four walls of a courtroom, was one of the most widely discussed stories of the past year.

The PICTURE GUIDE

Little Tips on New Pictures

Phantom of the Range

Distributed by FBO.
STAR: Tom Tyler.
SUPPORT: Duane Thompson.
TYPE: Western.
TIME: Present.
LOCALE: A western town.
LENGTH: 5 reels.

SYNOPSIS: Duke Carlton has quit cow punching and has become an actor. When his company gets stranded in a western tank town, Duke decides to go back to cow punching. He immediately makes an enemy of Flash Corbin, who is trying to buy Tim O'Brien's ranch for some unknown reason. Tim offers Duke a job on the ranch but Duke is disgusted to find it to be a dairy farm. He stays on the job, however, so he can be close to Patsy, Tim's daughter. Patsy, however, orders Duke from the place when Vera, a member of the stranded company who has joined forces with Flash, tells her that Duke is married and has deserted his children. Duke camps in the nearby hills. He learns that Flash has been offered $100,000 for Tim's ranch, which is needed for a big project. A New York representative is kidnapped by Flash when on the way to make a deal with Tim, but Duke comes to the rescue and prevents the ranch from being turned over to Flash. Vera tells Patsy she lied to her and Patsy finds Duke to ask forgiveness.

HIGHLIGHTS: The fight between Flash and Duke, comedy sequences, western atmosphere.

The Tragedy of Youth

Distributed by Tiffany-Stahl.
STAR: Patsy Ruth Miller.
SUPPORT: Warner Baxter, Buster Collier.
TYPE: Romantic drama.
TIME: Present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Paula and Dick, both of youthful age, become married to each other. Dick meets an old friend, Frank Gordon, just as his boat is leaving for the honeymoon trip. When the latter is introduced to Paula, both are immediately attracted to each other. After the honeymoon, Dick neglects to take his wife out, and spends his time in the bowling alley. Meanwhile, Frank Gordon, who has taken a flat in the same apartment house, renews his acquaintance with the girl, and soon it ripens into love. A violent quarrel separates the young couple, but this is soon made up when the third man departs on a trip. Finally the young couple separate for good, and Paula goes to the man she really loves.

HIGHLIGHTS: The quarrels over the third man, reconciliation of the true lovers, the shipwreck.

The Patent Leather Kid

Distributed by First National.
STAR: Richard Barthelmess.
SUPPORT: Molly O'Day, Arthur Stone, Hank Mann.
TYPE: Human interest drama.
TIME: During the World War.
LOCALE: New York City and France.
LENGTH: 10 reels.

SYNOPSIS: "The Patent Leather Kid" is an East Side boxer, so-called because of his sleek, black hair which he hates to have mussed up in the ring. War is declared and the Kid resents the whole affair as it interferes with his profession. But the Kid is drafted, and in battle he proves yellow, since he has a grudge against everything. After his pal is shot, something within him snaps, and he realizes now what he is fighting for. He does some heroic work which results in a narrow escape and is taken to a field hospital, where his sweetheart, the Golden Dancer from New York, has been drafted as a nurse. He remains in the hospital paralyzed on one side. Only his will power can bring about his recovery. His body becomes rigid at the sight of the Stars and Stripes while he is overlooking a parade ground. His paralyzed arm shows signs of action as he gradually raises his hand into a salute.

HIGHLIGHTS: Boxing, cabarets, stirring war scenes, and human love.

That Certain Thing

Distributed by Columbia.
STAR: Viola Dana.
SUPPORT: Ralph Graves.
TYPE: Comedy drama.
TIME: Present.
LOCALE: An American city.
LENGTH: 6 reels.

SYNOPSIS: Molly Kelly is the breadwinner of the family on her meek earnings as a clerk behind a hotel cigar stand. After she marries the son of a successful chain restaurant owner, the boy is cut off without a penny. During noon hour one day while Andy is enjoying one of Molly's box lunches at the place where he is employed as a laborer, he overhears some of his fellow workers complain about the food served in his father's restaurants. This gives Andy the idea of organizing the Molly Box Lunch Company. The box lunch business is so successful that it theatens to ruin the A. B. C. restaurants owned by Andy's father. After a lengthy interview with Molly, Charles, Sr., agrees to back her business to the extent of $100,00. The father tells the son that he would give a million dollars if Andy had married a girl like Molly. The old man beams with glee when he is told that Molly is his daughter-in-law.

HIGHLIGHTS: The congested districts, mansions, and bakeries.

Wife Savers

Distributed by Paramount.
STARS: Wallace Beery and Raymond Hatton.
SUPPORT: Zazu Pitts, Sally Blaine, Ford Sterling.
TYPE: Usual Beery-Hatton comedy.
TIME: During and after the World War.
LOCALE: The Franco-Swiss border and the Alps.
LENGTH: 6 reels.

SYNOPSIS: Beery and Hatton are first seen as waiters in a Brooklyn restaurant, Beery as the head waiter and Hatton as the plain garden style of waiter. War reverses their situations. Beery is a buck private in the rear rank and on kitchen police, while Hatton is a second lieutenant. The war sequence opens at the armistice, with the soldiers rushing for home, but Beery is left behind, detailed by Lieutenant Hatton to look after the future Mrs. Hatton. Beery looks after her by marrying her, after he has obtained a job as an Alpine guide and swiss yodeler. The girl, Sally Blaine, comes to her senses, however, and leaves both Beery and Hatton in the lurch by finding someone who is more worthy of her.

HIGHLIGHTS: The hilarious comedy situations, the acting of Beery-Hatton.

"William Goodrich" Is Ready for a Comeback

William Goodrich is going to try and come back. The nom de theatre under which "Fatty" Arbuckle directed pictures during his enforced retirement from the screen will be dropped.

That is to say, if the public will let Roscoe resume acting as he has declared he will do. His earnestness is attested by his offer of $5,000 for the outline of a good screen comedy.

Fatty intends to make the attempt as soon as he has concluded his present vaudeville tour.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING FEBRUARY 11

MOON

Arizona Wildcat, (Fox), Tom Mix.

BUSINESS: Very good.

AUDIENCE REACTION: Always like Mix.

SUMMARY: The settings are laid in Arizona and the star has the role of a wealthy ranch owner. A society girl, cowboys, and a gang of crooks figure in the action.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: "Silly Sailor," Fox Comedy, "Blake of Scotland Yard," No. 7.

ORPHEUM

On To Reno, Marie Prevost, Cullen Landis.

BUSINESS: Good.

AUDIENCE REACTION: All pleased.

SUMMARY: Miss Prevost as a young married woman beset with financial difficulties poses for another woman who is seeking a divorce. A series of amusing situations.

ENTERTAINMENT MERITS. 85 per cent.

RIALTO

Jazz Singer, (Warner), Al Jolson, May McAvoy.

BUSINESS: Very good.

AUDIENCE REACTION: Coming back two and three times.

SUMMARY: Using a story that parellels his own life, Jolson sketches a career that took him from a deeply religious Jewish home to the stage as a black-face comedian.

ENTERTAINMENT MERITS: 96 per cent.

RIVIERA

Gentlemen Prefer Blondes, (Paramount), Ruth Taylor.

BUSINESS: Very good.

AUDIENCE REACTION: Liked it.

SUMMARY: Story of a pretty blonde gold digger, conquering victims on a large scale. She ends up by marrying a middle aged multi-millionaire reformer.

ENTERTAINMENT MERITS: 90 per cent.

SUN

Student Prince, (M-G-M), Raymon Navarro, Norma Shearer.

BUSINESS: Very good.

AUDIENCE REACTION: Very much pleased.

SUMMARY: The simple love story of Karl Hendrich, Heidleberg student and prince, and Kathie, the pretty beer maid. Comes to a tragic conclusion with the separation of the lovers because of their difference in station.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: "Baby Brother," Our Gang Comedy.

WORLD

Man, Woman and Sin, (M-G-M), John Gilbert, Jeanne Eagles.

BUSINESS: Very good.

AUDIENCE REACTION: Fair.

SUMMARY: A drama of the lives of the workers on a newspaper staff in Washington and the private life each leads. Gilbert has the role of a reporter.

ENTERTAINMENT MERITS: 75 per cent.

AT DES MOINES THEATRES WEEK ENDING FEBRUARY 11

CAPITOL

Sporting Goods, (Paramount), Richard Dix.

BUSINESS: Excellent.

AUDIENCE REACTION: Very favorable.

SUMMARY: A very entertaining comedy with Dix as the traveling salesman and his comical experiences as a peddler of sporting goods. Will please most any class of audience.

ENTERTAINMENT MERITS: 90 per cent.

DES MOINES

The Dove, (United Artists), Norma Talmadge.

BUSINESS: Fair.

AUDIENCE REACTION: Mediocre.

SUMMARY: For some reason this picture does not hit. Whether it is the story, the star or direction, it is not apparent. Nothing to enthuse over.

ENTERTAINMENT MERITS: 70 per cent.

ORPHEUM

Let 'Er Go Gallagher, (Pathe), Junior Coghlan.

BUSINESS: Good.

AUDIENCE REACTION: Very pleasing.

SUMMARY: The entertaining doings of a clever young boy who gets the breaks on his way up from office boy to reporter. Harrison Ford and Elinor Fair help make the picture very pleasing.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Under the Tonto Rim, (Paramount), Richard Arlen, Mary Brian.

BUSINESS: Fair.

AUDIENCE REACTION: Fair western.

SUMMARY: An ordinary Western starting slowly and leading up to some very interesting action that should please Western house patrons.

ENTERTAINMENT MERITS: 75 per cent.

CURRENT RELEASES

Week of February 19, 1928

EDUCATIONAL

Ohm, Sweet, Ohm, Felix the Cat, (2).
Say Ahh, Charlie Bowers, (2)|
Chilly Days, Big Boy, (2).

FBO

Riding Renegade, Bob Steele, (5).
Newslaff, No. 13, (1).

FOX

Soft Living, (7).

FIRST NATIONAL

The Wagon Show, Ken Maynard, (6).

METRO-GOLDWYN

The Big City, Lon Chaney, (7).

PARAMOUNT

Tillie's Punctured Romance, Chester Conklin, (6).
Just the Type, Neal Burns, (2).
Ko Ko's Bawth, Inkwell, (1).

PATHE

Man Without a Face, No. 6, (2).
The Spider's Lair, Fable, (1).
Stand and Deliver, Rod La Rocque, (6).
Valley of Haunted Men, Buffalo Bill, Jr., (5).
The Best Man, Sennett, (2).
Crowned Heads, Grantland Rice, (1).

UNIVERSAL

The Shield of Honor, Star Cast, (6).
Africa Before Dark, Oswald, (1).
Out in the Rain, Andy Gump, (2).
What a Party, Mike and Ike, (2).
An Unexpected Hero, Fred Gilman, (2).

Montmartre Picture's Locale

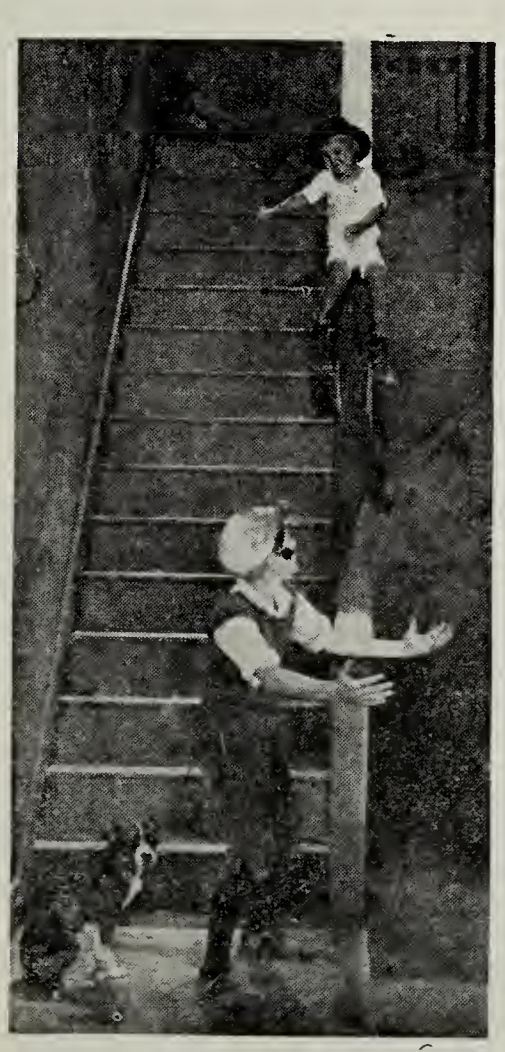
"A Woman's Way," Columbia's second offering for February, presents Warner Baxter and Margaret Livingston in one of the most colorful productions to leave the company's studios. Montmartre, with its glamorous front of dazzling night clubs and its sinister background of underworld dives, is the locale of the story. It also stages some of its dramatic moments on "Devil's Island," the French military prison.

PICTURE NEWS *Told in Pictures*

A tense scene from the Columbia Pictures production, "Lady Raffles," in which Estelle Taylor stars. In this scene also are Lilyan Tashman, Roland Drew and Stanton Heck.

That dashing murderess in the Pathe-De Mille special "Chicago" is played by none other than Phyllis Haver, in the role of the famous Roxie Hart. This comedy-melodrama is one of the big screen plays of the year. Victor Varconi is cast opposite Miss Haver.

Muriel Evans is a new and versatile player in Educational Mermaid Comedies.



"Big Boy" slides home in the Educational comedy, "Funny Face." This juvenile star is accumulating an enormous crowd of followers.

Sam Sax presents a new personality to the screen. He is seen here introducing Hobart Cavanaugh, star of the western "Broadway" company, to R. William Neill, who directs him in the new Gotham production, "San Francisco Nights."

This Leap Year Stunt Attracted the Ladies

When "Get Your Man" played at the Rivoli Theatre in East Indianapolis, Exploiteer Charles Loewenberg got out several thousand small sealed envelopes bearing the following advice:

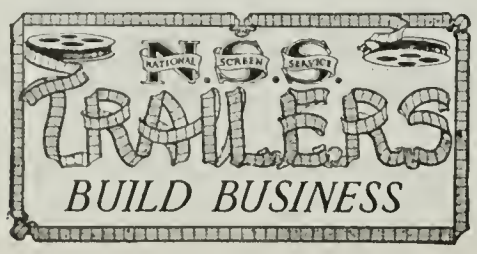
GIRLS!
IT'S LEAP YEAR
"GET YOUR MAN"
Let Clara Bow — RIVOLI
Show You How (Play dates)

Inside each envelope was a gold wedding ring, not twenty-four carat of course, but a very good imitation of the narrow wreath design so favored by modern brides.

Merchants Co-operate in "Student Prince" Showing

A cooperative contest, arranged with the merchants and leading newspaper of Nashville, Tenn., did much to promote the showing of "The Student Prince" at the Vendome Theatre. Manager Jack Roth, with the assistance of an M-G-M exploiteer, did the exploitation work.

A cooperative contest page was placed with the Banner, selling space to phonograph dealers and music stores. Ten ads of equal size, not counting the theatre ad in center page, were used. In five of the ads illustrations from five previous Ramon Novarro pictures were conspicuously placed. The other five ads contained pictures from Norma Shearer's past productions. An eight-column streamer announced "'The Student Prince" contest. Directions explained that the contest involved the proposition of associating each illustration with the correct title of the picture it was taken from. The first correct solution received a prize of ten dollars, the next three, five each, and a pair of tickets to the next five.



A 55-foot canvas banner was placed on the roof of the Y. M. C. A., a seven-story building on one of the leading thoroughfares of the business district. The banner was head-on from the theatre one block away and across the street from the Knickerbocker, an opposition house.

Three Victor dealers tied-up with records from "The Student Prince" with window displays. Two window displays with music stores were secured. Elaborate window display with leading drug store of the city. Special production photographs used in all window displays.

Big Newsboy Ballyhoo For "West Point" Film

A special matinee for newsboys, with its attendant noise and excitement, did much for Metro-Goldwyn-Mayer's "West Point," starring William Haines, when that picture played at the Valentine Theatre, Toledo, Ohio. Manager Len Grotte, assisted by an M-G-M exploiteer, gave the special showing and managed all the other details of exploitation on this feature.

Arrangements were concluded to have all the newsboys and carriers of the Toledo News-Bee parade to the Valentine on Saturday morning, the opening day, to see "West Point." One thousand one hundred kids attended and they made plenty of noise while parading the streets and in front of the theatre while a photograph was made.

Other advertising followed the usual routine of newspapers, shadow-box window display, advance lobby, trailer, and so forth. In spite of heavy opposition, this picture drew well and pleased everybody.

Iowa Theatre Manager Makes His Own Heralds

From What Cheer, Ia., comes news of a theatre manager who got out his own heralds for a full week's run of Universal pictures. P. F. Madden of the Masonic Theatre decided to put on "The Cat and the Canary," "The Lone Eagle" and the "Flaming Frontier," featuring them as thrills of mystery, the air and the wild west, respectively. Naturally, he had no material at hand for such a combination, so he made his own heralds, using cuts and publicity from the press books of these pictures.

As an added attraction, the herald announced that free tickets would be given away in a lucky number stunt for the attractions following the opening of the all-Universal week. Five hundred of the heralds were distributed and one was used as an ad in the leading newspaper of What Cheer.

Real Cowboys Ballyhoo Hoot Gibson Picture

When Hoot Gibson in "The Rawhide Kid" came to the Princess Theatre in Plain City, Ohio, a couple of real cowboys from a local circus went through the town with a young elk (also real) carrying a card on either side of the animal bearing the words:

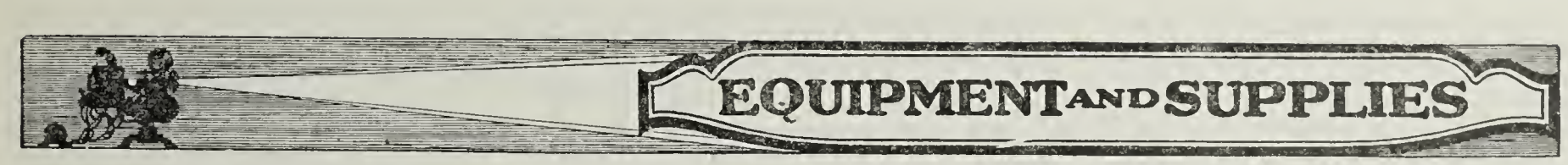
THE PRINCESS
TO NITE
HOOT GIBSON

The cowboys were dressed in their full regalia and the elk was roped and led in the best western movie tradition.

In addition, the manager of the theatre, H. C. Robey, took one of the cowboy's small sons around with him from store to store giving out dodgers announcing the Gibson film. All this took place in a good downpour, but in spite of the rain all the kids in town followed the elk and all the townspeople looked from the windows. The result that night was a full house rather than an "all wet" performance.

Renews Otis Harlan Contract

Otis Harlan, veteran stage and screen actor, has been re-signed by Universal on a long term contract. He has just completed work with Reginald Denny in "Be Yourself" and had important roles in ten pictures during the past year.



Predicts All Pictures Will Be Scynchronized

Prophecy that the "very near future" will see only those pictures which synchronize sound with films is made by Dr. Edward B. Craft, executive and vice-president of Bell Telephone Laboratories, who is in Southern California for a series of meetings with scientists and engineers. "Television", he says, "in its present stage is a long ways from practical use." Craft is the inventor of the dial telephone.

Special Light Effects Demanded In Theatres

In these days of atmosphere creation for theatres, with more and more attention being paid the matter of creating an attractive environment for the patron, special light effects are more in demand than ever before. This is especially true of houses in the atmospheric class. In this type of theatre such an illusion is frequently desirable in order to bring about the effect of a canopy of clouds across a field of twinkling stars, thus giving the patron the impression that he is viewing the screen show beneath skies.

Stage acts, whether they are elaborate or not, need special lighting effects for their proper presentation. By use of machines designed specially for this purpose, numerous light effects can be produced realistically in rain, snow, clouds, ocean waves, falling flowers, flying birds, country panoramas, flying airplanes, etc.

Extra Profits Gained From Pop Corn Machines

Popcorn machines have been a means of adding considerable extra revenue to theatres, and in many cases have earned more money than the pictures themselves, according to C. T. Manley, manager of the Burch Manufacturing Co., makers of popcorn machines. The fact that the sale of popcorn gives a profit of 80 cents on every dollar's worth sold has awakened many exhibitors to the realization that this service will yield results where the picture itself sometimes fails to make a profit.

Using Kansas City as an example, Mr. Manley points out that six years ago there was hardly a single popcorn machine in a Kansas City theatre. Today, he declares without one exception every suburban and residential theatre, as well as most of the downtown theatres, have popcorn machines either in the lobby or in special built-in lobby booths. The larger theatres gross an average of $100 a day from the sale of popcorn, of which 80 per cent is profit.

Mr. Manley says that exhibitors point out a disadvantage in having popcorn machines by declaring popcorn makes a mess within the theatre. However, the janitor cleans up every morning and the kernels and boxes are removed without extra cost. Hiring an operator is sometimes classed as an objection, but this means the objection to making more money because extra help is wanted. Some theatre owners prefer to hire operators on a percentage basis, while others rent the concession. Popcorn concessions rent from $50 to $250 a month, Mr. Manley said.

Who Else Can Use $500.00 a Month?

$594.25 First Month
Our receipts for the first month were $549.25. I am certainly a booster for the Burch.
Miller Popcorn Stand, next to Gem Theatre, Milwaukee, Wis.

$25 Clear Saturdays
Our popcorn machine averages $15.00 per day, five days a week and $25.00 a day for Saturday and Sundays. It certainly is a dandy.
Bensonette Confectionery, Omaha, Nebr.

Has Five Machines---
ALL BURCHES
We have five Burch Princess Models now in our theatres and expect to install them in all the rest as rapidly as possible.
Fite Enterprises, Independence, Kas.

Hundreds of picture show owners will tell you that their Burch Pop Corn Machine pays their rent. It makes more **clear** money than their shows. It piles up almost unbelievable profits.

O. L. Hawk runs two shows at Cherokee, Oklahoma. Three weeks ago he installed a Burch Machine. It has already cleared him over $200.00 net. He has just ordered another machine for his other show.

It's so easy to increase your earnings by adding a Burch Machine that it is almost unbelievable. "Sounds too good to be true'—says most owners. Yet throughout America it is being proved daily that a Burch Machine is an absolute necessity for a picture show.

Tell us what your average attendance is—and we will tell you in dollars how much a Burch Machine will make you. Send the coupon for full information. No obligation on your part.

MAIL THIS COUPON TODAY

Burch Manufacturing Co.,
1432 Wyandotte St., Kansas City, Mo.
Gentlemen:
Our average Picture Show attendance is_____. Tell how much a Burch Machine would make us. Tell us about your easy terms.

Name _____

Famous Comedian Is Author of "The Last Cab"

Charles Puffy, Hungarian stage and screen comedian, wrote the original story, "The Last Cab," which Pathe will produce.

Puffy is a well known Continental player and erstwhile leading comedian for Ufa. He came to America and has made several subjects for Universal. Although his characterizations upon the screen are of a lighter vein, "The Last Cab" is a tense drama laid in the country he knows so well.

Rudolph Schildkraut, also a native of the section of Europe where the story is situated, will portray the featured role.

Lon Chaney Writing For Encyclopaedia

Lon Chaney, character star of the screen, has been accorded a unique honor among actors of the silent drama. He is the first screen player to be chosen one of the authors of the Encyclopaedia Brittanica. Chaney has been invited to write the chapter on makeup and disguises in the book, and is now at work on the article.

The Encyclopaedia Brittanica has among its authors foremost experts in every branch of science and the arts, and Chaney's selection as one of its authors places him in a list that includes Sir Oliver Lodge, Pupin, Steinmetz, Wasserman, and many other names famous in scientific achievement, as well as many famous men of letters.

Ten FBO Releases for March Are Announced

Four features and six short subjects will be released by FBO during March.

"Chicago After Midnight," a Ralph Ince production, with Ince and Jola Mendez in the leading roles, will be shown on March 4. Others in the cast include Helen Jerome Eddy and Lorraine Rivero. The story is by Charles K. Harris, the composer of "After the Ball."

"The Little Buckaroo," starring Buzz Barton, 13-year-old cowboy, will be distributed on March 11, while "Beyond London Lights," a melodrama with an all English cast, directed by Tom Terriss, the English megaphone wielder, will be shown on March 18. The production is based on the novel "Kitty Carstairs."

On March 21, "Freckles," directed by Leo Meehan, and based on the novel by Gene Stratton-Porter, will be ready for exhibitors. In the cast are Gene Stratton, a daughter of the director and granddaughter of the novelist, John Fox, Jr., Hobart Bosworth, and Eulalie Jensen.

Short subject releases for March include No. 7 of the Mickey McGuire series, based on the cartoons by Fontaine Fox, scheduled for March 5 release; 2 Karnival Komedies, starring Al Cooke, for March 5 and 19 distribution; Standard Fat Men comedy No. 7, produced by Larry Darmour, set for March 12 distribution, and two Newslaffs, travesties on the news events of the day by Bill Nolan, released on March 5 and 19.

George Jessel Is Signed For Two Gotham Features

With Gotham represented by a production schedule comprising approximately thirty pictures for 1928-29, the first star signed for the new line-up is George Jessel.

Mr. Jessel's first screen vehicle under the Gotham banner will be "Abie of the U. S. A.," an original conception written by Arthur Caesar. "Abie of the U. S. A." will be released by Lumas Film corporation as a Gotham special during the 1928-29 season and George Jessel will leave for Hollywood to start work on this and also a second picture, also to be released as a Gotham special immediately after he closes his current tour with "The Jazz Singer."

While the title of Mr. Jessel's second Gotham production has not yet been made known, it is stated that the story, title and details are all set.

G. K. Arthur Under Contract

George K. Arthur, the comedian, has been placed under a contract which retains his services exclusively with M-G-M. He and Karl Dane were teamed in "Rookies," which proved such a hit that the comedy team was continued in other vehicles. He and Dane are soon to play in "Detectives." Arthur was born in Scotland and started his career on the stage in England.

KINOGRAMS
IN THE LEAD

For the third consecutive time, Arthur James' review of news reels for ten issues shows Kinograms far ahead of the field—with *seven firsts out of ten.*

From MOTION PICTURES TODAY – *February 4, 1928*

THE NEWS REEL SCORE FOR TEN RELEASES—No. 3

The third ten weeks newsreel appraisal shows Kinograms in the lead with seven firsts out of ten (one of these being a tie with Pathe, Paramount and Fox). Kinograms also had 1 second and 2 thirds—and the distinction of always being "in the money." Fox was seven times in the money and stands second in the count for ten issues with 3 firsts, 3 seconds and 1 third. Pathe was seven times either first, place or show with 3 firsts, 2 seconds and 2 thirds.

The box score for the ten issues, beginning December 10, ends with the issue of January 14. The fourth ten weeks began with the issue of January 21st.

The keen interest in the competion among the six newsreels continues to be shown among exhibitors throughout the industry and as before, the analyses are serving as aids to managers who are anxious to serve their patrons with the best handled and most alive news material. The ten weeks are as follows:

1	2	3	4	5	6	7	8	9	10
Kinograms Fox Pathe	Pathe Kinograms Paramount	Kinograms, Pathe (tied) Fox M-G-M	Kinograms Pathe Fox	Fox Paramount Kinograms	Fox, Kinograms, Pathe Paramount, (tied) M-G-M, International (tied)	Kinograms Pathe M-G-M	Kinograms Fox Pathe	Fox Paramount Kinograms	Kinograms M-G-M International

Educational Pictures
"THE SPICE OF THE PROGRAM"

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.
DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.

BOX-OFFICE REPORTS

FBO

Cherokee Kid, Tom Tyler.—Program western below star's previous releases. —H. E. Drew, Orpheum, Ionica, Mich.

South Sea Love, Patsy Ruth Miller.—Good. They stopped on the way out and told us so.—H. E. Drew, Orpheum, Ionia, Mich.

Clancy's Kosher Wedding, George Sidney.—An Irish-Jewish offering that is excellent entertainment. — H. E. Drew, Orpheum, Ionia, Mich.

Arizona Nights, Fred Thomson.—Another good Thomson picture; went over good to very good houses for two nights. Believe this is our last picture of Fred, and we regret that we cannot show any more.—W. C. Snyder, Cozy, Lamont, Okla.

The Harvester, special cast.—Was very disappointed in this picture. No favorable comments.—Mrs. C. Knox, Star, Villa Grove, Ill.

FIRST NATIONAL

The Wagon Show, Ken Maynard.—A dandy western which is a little different than the usual type, and one that will be enjoyed by any audience.—R. H. Ries, Calhan, Calhan, Colo.

FOX

The Heart of Salome, Alma Rubens. —Joe Briggs couldn't stick. "Doc," says he, "That picture reminds me of the winter I had to live on mush and milk and I feel squamish." Exit Joe. Grand finale. Exit Seria and Marthy Hughtop. "Oh Kid, wasn't that a keen one, oh Kid?"—Dr. F. M. Childs, Cozy, Villisca, Iowa.

METRO-GOLDWYN

The Frontiersman, Tim McCoy.—Good historical picture adorned by Claire Windsor. McCoy best in this one of all pictures to date.—N. F. Thom, Opera House, Beverly, Ohio.

Road to Romance, Ramon Navorro.—Why don't the producers watch these dark pictures? Doesn't the sun ever shine where they're made? Or, are the authors in a low state of mind when writing scenarios? Business poor, but no complaint here.—N. F. Thom, Opera House, Beverly, Ohio.

PARAMOUNT

Let It Rain, Douglas MacLean.—Pleased more than any picture we have shown in two months.—N. F. Thom, Opera House, Beverly, Ohio.

Swim, Girl, Swim, Bebe Daniels.—Worth a dozen Swansons. Bebe is there, and we are for her.—S. H. Rich, Rich, Montpelier, Idaho.

The Gay Defender, Richard Dix.—Different from anything else Dix has done. The picture will go well in the small towns.—E. M. Biddle, Strand, Paoli, Ind.

RAYART

Cruise of the Hellion, Edna Murphy. —Exceptionally well done sea picture that pleased even the western fans. Play it.—H. E. Drew, Orpheum, Ionia, Mich.

TIFFANY

Lightning, Jobyna Ralston.—Here's one that seemed to please everyone in a Sunday crowd; plenty of comments.—H. E. Drew, Orpheum, Ionia, Mich.

Broken Gate, William Collier, Jr.—I was not much on movies until I played your product. Every release to date has been excellent and I am becoming a regular fan. Our business is exceptionally good on Tiffany night.—Roy W. Williams, Community, Ponca City, Okla.

Streets of Shanghai, Kenneth Harlan. —Tiffany's recent release is a real attraction. Plenty of action and a very entertaining theme. Patrons commented on this one. Give us more like it.—Fred Hayter, Tootle, St. Joseph, Mo.

Haunted Ship, Dorothy Sebastian.—This is an excellent and unusual picture. This production has the best ocean and sea coast shots I have ever seen in all my years of show experience. Dorothy Sebastian does wonderful work. Many of my patrons pronounced this the best picture they have ever seen.—Claire M. Patee, Patee, Lawrence, Kas.

THE PICTURE GUIDE

A Weekly Page in This Publication Giving You Detailed Information About Feature Productions, Which Helps You to Know What You Are Selling to Your Patrons. Pictures Are Your Stock in Trade—Learn All You Can About Them.

UNITED ARTISTS

My Best Girl, Mary Pickford.—If you buy this right, you'll never regret it. Good, clean picture with some rare comedy and pathos. Goes over with upper classes. Buddy Rogers is a great addition to U. A.—N. F. Thom, Opera House, Beverly, Ohio.

Stella Dallas, Belle Bennett.—Played this by request with Dempsey-Tunney fight, 16 reels. Ran too long. Print was not very good. Pleased older generation.—N. F. Thom, Opera House, Beverly, Ohio.

UNIVERSAL

Cheating Cheaters.—Pleased 50 per cent of Sunday crowd. Entertainment without much kick.—H. E. Drew, Orpheum, Ionia, Mich.

WARNER BROS.

Black Diamond Express, Monte Blue. —Satisfactory entertainment, but below star's usual standard.—H. E. Drew, Orpheum, Ionia, Mich.

STATE RIGHTS

Riding to Fame, George Fawcett.—Race track melodrama of program variety. Pleased about 50 per cent.—H. E. Drew, Orpheum, Ionia, Mich.

Shameful Behavior, Edith Roberts.—Fair program offering that gets a few laughs.—H. E. Drew, Orpheum, Ionia, Mich.

Her Big Adventure, Herbert Rawlinson.—Just another, but it might have been worse.—H. E. Drew, Orpheum, Ionia, Mich.

Markey To Film Maori Picture in South Seas

Alexander Markey, explorer and writer, will shortly embark from Universal City for New Zealand with a staff to make a picture from an original story of the Maoris. He will establish headquarters in New Zealand and plans to make his picture on the little known islands surrounding this country, referred to as the South Sea Islands.

The filming of a Maori story has never before been attempted. Markey's plans include filming the inhabitants of the Fiji and other surrounding islands, in which case his mission is regarded as hazardous, for the natives there have not adopted the habits of the whites as the Maoris have done on the island of New Zealand.

Best Exploitation Stunts Of 1927 Recounted by Elias

Efforts That Tied Up the Public Interest With Pictures Were Clever and Varied—Leo Heads the List

By HAL ELIAS, Metro-Goldwyn-Mayer Exploiteer

Vying with the gentry of the press who, as an annual contribution to posterity, accord "the year's ten best pictures" honorable mention, we herewith gather sufficient courage to offer a symposium on "the year's ten best exploitation stunts."

We use the word "courage" advisedly since it is expected that this indition will call forth Pandects of Protest from contemporaries who might have occasion to differ with us. Come what may, we cannot suppress this desire to direct the Glare of Glory upon those stunts that have gained the plaudits of showmen during the past year. Stand by!

1. **LEO, THE FLYING LION**—Who among our Prudent Publicists, would not genuflect before the shrine of that Champion Space-Grabber for 1927, Leo the Metro-Goldwyn-Mayer lion? Sponsored by his Prolific Publicity Propagators, Howard Dietz and Pete Smith, Leo "made" the front page of practically every daily in the country when he and his pilot, Martin Jansen, essayed a non-stop flight from Culver City, Calif., to New York. A cloud of misfortune, however, hovered over their specially constructed plane which crashed on the Arizona desert and as a result Leo and Jensen were lost to the world for three days while army and navy aviators sought them. Even our most conservative editors lavished streamer headlines on Leo, who became a very much discussed figure.

2. **MY BEST GIRL contest**—This stunt involved a tie-up with 13 daily newspapers strategetically selected so that representative publicity would be forthcoming in the more important territories. Each paper conducted a contest to discover candidates worthy of the "My Best Girl" appellation and by this means 13 girls won the privilege of visiting Hollywood where they were royally entertained without experiencing any cost for the lark. (Victor Shapiro, who evolved the "My Best Girl" tie-up, wins a seat at our exploitation round-table for his ingenuity in this instance.)

3. **THE FIRE BRIGADE preview car**—We all recall the reams of publicity garnered by a certain petrol wagon, dubbed "The Fire Brigade" preview car, which carried a print of "The Fire Brigade" from the Metro-Goldwyn-Mayer studios in California to New Orleans, La. Upon approaching the outskirts of key cities the preview car was met by a delegation of firemen, an assortment of fire apparatus and a collection of municipal bands. Then followed a parade through the main streets of the city to the accompaniment of sirens, whistles and gongs. The tour of the car was brought to a climax at New Orleans where it arrival was timed for the opening day of the International Fire Chief's convention. Even the w. k. Mardi Gras failed to surpass in enthusiasm the reception given the preview car. Of course, "The Fire Brigade" was later screened for the fire chiefs, each of whom agreed to co-operate with the exhibitors who played the picture when it was generally released. (For having glorified "The Fire Brigade" preview car we hereby place the laurel wreathe of Exploitation Excellence upon the noble brows of the M-G-M triumvirate, consisting of Howard Dietz, W. R. Ferguson and Pete Smith.)

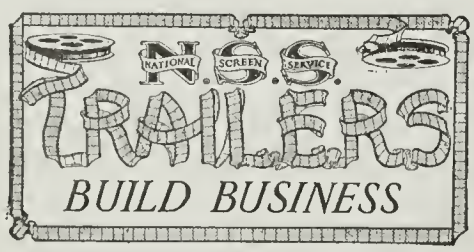
4. **OUR GANG Talent Hunt**—This stunt, which is confined to the Wesco theatres of the Pacific Coast, is particularly noteworthy in view of the fact that every house on the circuit (as well as the Hal Roach organization) is obtaining a liberal share of publicity. The theatres of the chain are conducting a search for additions to the famous "Our Gang" players and any child aspirant is entitled to a screen test without charge. At the conclusion of each day the screen test results are exhibited to the different audiences who indicate preference by the applause method. Through a process of further elimination the winner of the contest finals will be awarded a three-weeks contract at $100 per week with the possibility of securing permanent work for the future. (Ray Coffin of the Hal Roach forces is guiding the publicity destinies of this stunt in a most capable manner.)

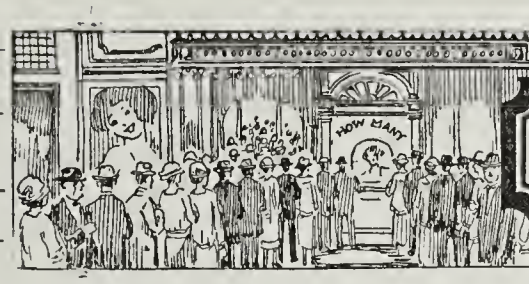
5. **SNOOKUMS campaign**—The juvenile star, Snookums, basked in the spotlight of national fame when, through the efforts of his exploitation mentor, Nat Rothstein, he received recognition at the White House. Following a personal appearance frolic that netted considerable newspaper space the Pomade-Pompadoured kid concluded his jaunt by posing for a series of close-ups with President Coolidge.

6. **U. S. MARINE CORPS tie-up.**—Every courtesy was extended by officers in command at the various U. S. Marine Corps recruiting stations throughout the country during the showing of "Tell It To the Marines." The "leathernecks" paraded, acted as ushers, gave drill exhibitions and offered their assistance to many other forms of ballyhoo, thanks to the advance tie-up effected by the Dietz-Ferguson combine.

7. **"PEP" billboards.**—Not a few of our exploitation executives tied their stars to the health cereal, "Pep," which prompted the "Pep" people to reciprocate by using a head of the co-operating

(Continued on Page 20)





BOX-OFFICE REPORTS

COLUMBIA

The Swell Head, Star Cast.—This is a very good story but has poor attracting power.—Merlett Skinner, Liberty, Judith Gap, Mont.

FIRST DIVISION

Paint and Powder, Elaine Hammerstein.—Best picture I have shown in some time. A sure bet to make money. —John Willey, Rex, Arcadia, Kas.

Ragtime, John Bowers—Another good picture that can be bought right.—John Willey, Rex, Mulberry, Kas.

April Fool, Alexander Carr.—A comedy drama that will pull them out of their seats. A good one.—John Willey, Mulberry, Kas.

Shamrock and the Rose, All Star.—A Jew comedy. And say, it's a knockout. Advertise it and make some dough.—John Willey, Rex, Arcadia, Kas.

Devil's Island, Pauline Frederick.—Here is the best island picture I have ever run. Good for two or three days in any town. And it will make money. —John Willey, Rex, Mulberry and Arcadia, Kas.

INDEPENDENT

Fighting Fate, Serial.—Best serial for some time. Can't go wrong on this one. —John Willey, Rex, Mulberry, Kas.

Whispering Canyon, All Star.—A picture that will stand up against anybody's pictures. And you buy it right.—John Willey, Rex, Arcadia, Kas.

Primrose Path, Clara Bow.—This is as good as any Bow picture ever made. And you can buy it right.—John Willey, Rex, Arcadia, and Mulberry, Kas.

METRO - GOLDWYN

The Taxi Dancer, Joan Crawford.—comedy, rather suggestive in places. Nothing extra.—J. A. Greve, Princess, Oak Creek, Colo.

Blarney—O. K. for those who like action, but rather rough. Mostly fights.—John Greve, Princess, Oak Creek. Colo.

The Big Parade, John Gilbert—Broke all house records with this. It's a big picture. Play it.—J. G. Fair, Elite, Laurens, Ia.

Tillie the Toiler, Marion Davies.—A very light comedy but it will draw the business if the weather is good.—A. G. Miller, Lyric, Atkinson, Neb.

The Understanding Heart, Joan Crawford.—Another outdoor picture that is very good. Does not follow story in the book.—Ernest Vetter, Majestic, Homer, Mich.

PARAMOUNT

Man of the Forest, Jack Holt.—A Paramount western triumph. Should pack them in any house.—Merlett Skinner, Liberty, Judith Gap, Mont.

Paradise For Two, Richard Dix.—A good comedy but poor plot.—Merlett Skinner, Liberty, Judith Gap, Mont.

Fascinating Youth, Buddy Rogers.—Rogers does some good work in this picture. The story is good but rather weak in spots.—W. R| Bratton, Stella, Council Grove, Kas.

Let's Get Married, Richard Dix.—This is a very good comedy drama.—J. W. Schmidt, Grand, Breese, Ill.

Afraid to Love, Florence Vidor.—A good society picture with plenty of comedy. Pleased all who saw it.—Robert Yancey, Bonny, Mansfield, Mo.

PATHE

Interferin' Gent, Buffalo Bill, Jr.—A fair little western. Not tiresome. It's a one-day type.—J. A. Greve, Princess, Oak Creek, Colo.

For Wives Only, Marie Prevost.—Good clean comedy, interesting, lots of thrills and laughs.—J. A. Greve, Oak Creek, Colo.

Gold From Weepah, Bill Cody—Fair. Some comedy. A good bit of action. One-day picture.—J. A. Greve, Princess, Oak Creek, Colo.

Pals in Paradise.—Good, will please any patronage. No special. Sunday, yes. Lots of comedy.—J. A. Greve, Oak Creek, Colo.

King of the Saddle, Bill Cody.—A very good western. Pathe makes the best westerns on the market.—Merlett Skinner, Liberty, Judith Gap, Mont.

The Devil Horse, Rex.—Better than some of his previous pictures—Ernest Vetter, Majestic, Homer, Mich.

A Turkish Delight.—Good talent wasted on a poor story. Did not satisfy a very big majority.—Bert Silver, Family, Greenville, Mich.

UNITED ARTISTS

The General, Buster Keaton.—Different from the usual comedies. This is dandy.—Minnie Schnoor, Paramount, Stapleton, Neb.

The Bat, Star Cast.—A real money-maker. A mystery story from the well-known play.—Minnie Schnoor, Paramount, Stapleton, Neb.

UNIVERSAL

Red Hot Leather, Jack Hoxie.—Better than any picture he has ever made. Good rodeo scene and action.—John Greve, Princess, Oak Creek, Colo.

The Silent Rider, Hoot Gibson, Fair, but a poor Jewel. Jewel tags don't make big pictures.—John Greve, Oak Creek, Colo.

The Fourth Commandment, Belle Bennett.—A great heart story. Push this one a lot.—Merlett Skinner, Liberty, Judith Gap, Mont.

Out All Night, Reginald Denny.—A good clean Denny picture that would have made money had not the weather been so bad. No fault of picture.—E. T. Dunlap, Dunlap, Hawarden, Ia.

TIFFANY

Lightning, Star Cast.—Made more money on this one, which I played one day, than any Friday, Saturday and Sunday combined. Had the biggest house in eight weeks.—Bonnie Schultz, Marlborough, Kansas City, Mo.

EXPLOITATION IDEAS AND HINTS

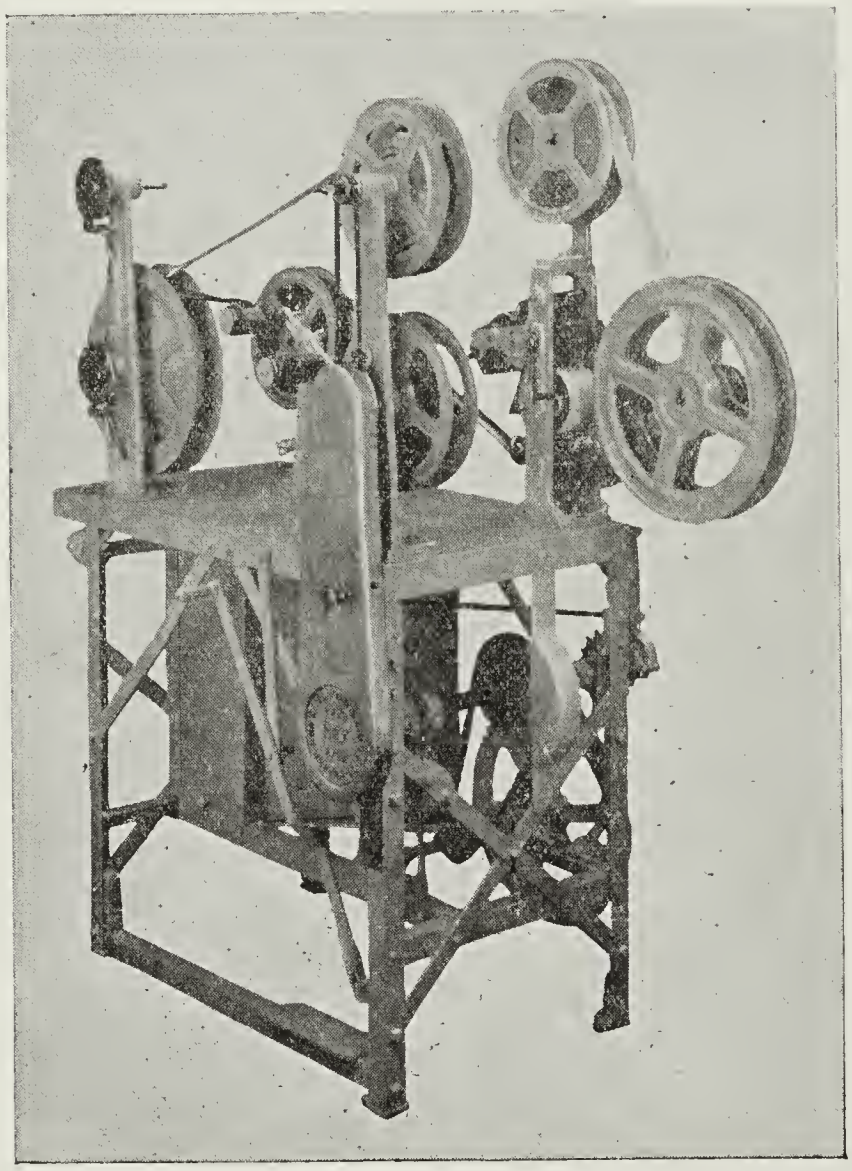
In Every Issue We Publish Detailed Accounts of What Various Exhibitors Are Doing to Promote Business. These Practical and Proven Ways of Putting Over a Picture Mean Money to You. Read This Section!

"Hawk" Next for Sills

After finishing "Burning Daylight" and before starting work in "The Barker," Milton Sills will do "The Hawk," an original screen story by Wid Gunning.

EQUIPMENT AND SUPPLIES

Liquified Film Wax Has Many Uses In Film Booth



The illustration above shows the double operation of waxing and removing absorption paper from prints.

The Rex Film Renovator Manufacturing Co., of Columbus, O., reports unusual success with its liquified film wax, which is used for waxing new prints, cleansing and preserving prints, insuring endurance, durability, and long life of prints and lessening fire hazards.

The processing of new prints prevents film sticking, according to a recent bulletin issued by the Rex company. It eliminates 75 per cent of print scratching and sprocket hole checking in the early runs. The film surface is given a safe protection against smudge. There is no gathering of wax, no clogging of the film track, no accretion of emulsion deposits.

It is declared that from twenty to thirty more runs are had from prints treated by this process, for it preserves the tough fibre of the film and lessens sprocket hole breakage.

The processing of films with liquid film wax may be done at a surprisingly low cost. Drops of oil and smears of grease find their way to the film surface and cause blurring and hazy reflection on the screen. This film wax is said to remove these smudges.

New Lens Creates Effect Of a Traveling Camera

"Following" galloping horseman with a camera that stands still was used in the filming of John Gilbert's new M-G-M vehicle, "The Cassocks." In several of the scenes showing wild rides over rocky chasms, the camera seems to follow right behind Gilbert on his horse. But, as a matter of fact, the camera never moves.

This is accomplished by an invention of Percy Hilburn, the cameraman. It consists of a lens which, by being constantly focused on an object, maintains it at the same size in the camera, no matter how its position changes. In other words, it is a form of traveling telephoto lenses. The apparatus consists of a number of lenses which change in their relationship to each other as the adjustment is altered.

In effect, the lens seems to keep the camera following an object by hanging its focus, and the camera is never moved from its base. The apparatus, when completed, will enable the cameraman to perform many strange feats in photography.

(Continued from Page 18)

star on their 24-sheet posters. The latter cover about 3,500 billboards in 193 cities throughout the United States.

8. GENTLEMEN PREFER BLONDES publicity.—Arch Reeve, who, among his other duties, purveyed publicity for "Gentlemen Prefer Blondes," did himself proud when he informed the world that his studios were in need of a specific type of blonde to portray the leading role of the picture. Every popular screen and stage golden-haired beauty, according to the Reeve press matter, was given consideration for the part though after the battle was over it remained for a comparative unknown to win the sweet assignment.

9. MAGIC LANTERN PROJECTOR.—Howard Dietz, he who pledges allegiance to the M-G-M banner, again scaled the heights of Exploitation Elegance when he projected several giant advertisements on prominent buildings along New York's rialto. "The Magic Lantern Projector," which reposes atop the Capitol Theatre, was conspicuously mentioned in the metropolitan dailies and also "crashed" the U. P. wires for additional publicity.

10. PUBLIX MANUAL.—The astute Lem Stewart, who edits the "Publix Manual," offers this exceptional exploitation aid to every manager of the Publix chain. For each picture, Stewart compiles a special manual which includes a brilliant array of practical exploitation publicity ideas. Though the "Publix Manual" is essentially an institutional proposition it must be recorded in any chronicle that deals with exploitation events.

1927 has proved more than ever before the definite place that exploitation holds in the successful operation of any theatre. Though we believe the trend of picture promotion during 1928 should, and will, favor the tie-up of national significance it is our opinion that exhibitors will not realize the value of such able assistance unless local exploitation is given full expression.

Attorneys and members of Congress were to confer this week for the drafting of legislation to bar foreign musicians from competing with Americans.

WHAT'S THE RESULT

DID IT GO OVER ? OR DID IT FLOP

Tell Your Fellow Exhibitors About It---Send in Your Report Now

MAIL IN YOUR FILM REPORT TODAY FOR THE NEXT ISSUE

My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Remarks: _____

Title _____

Star _____ **Producer** _____

Remarks: _____

City _____

Theatre _____

Exhibitor _____

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

The CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

BANNERS

CLOTH BANNERS—$1.75, 3x10 ft. Three colors. Paper banners, 60 cents. Any copy up to 15 words. One day service. C. O. D. anywhere. Low prices on window and tack cards. Royal-Hoddy Co., Box 695, Kansas City, Mo. C4t—2-25

EQUIPMENT FOR SALE

Entire equipment for theatre, chairs, screen, Powers projectors, generators, fans. Reasonable. E. A. Harms, 2814 Leavenworth St., Omaha, Neb. P1t 2-18

500—Brand New Veneer chairs finished in Pearl Gray, 19 inches wide, 5-ply veneers. Back 5-16" thick, seat bottom ½". Massive aisle standards and heavy steel unbreakable centers. Standards for level or incline floor. Four dollar value. For immediate disposal only $2.25. Don't pass up this wonderful bargain. Write today for exact photo and full details. C. G. Demel, 845 South State, Chicago. P1t—2-18

Six Hundred opera chairs; two Powers projectors; Screen; Booth, rewinds, etc. Excellent condition—low prices for quick sale. Movie Supply Co., 844 Wabash Ave., Chicago, Ill. C13t-3-19-28

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

1500—Beautiful Spring Cushion Opera Chairs, brand new. Upholstered in DuPont red grained Spanish for any pitch floor desired. Very low price. Quick shipment. Write for exact photograph and details. C. G. Demel, 845 South State, Chicago. P4t—2-25

HERE is your opportunity while they last, brand new, ¼ HP, 110 volt, 60 cycle, single phane, General Electric, enclosed type motors, $12.95 each; ½ HP, same as above, $29.75 each; 1 KW or 1,000 watt, 32 volt, brand new, Westinghouse power and light generators; can be used for portable moving picture work also, special price of $48.00 each. Money back guarantee. $5.00 with order, balance C. O. D. Bargain list free. Wire or write General Distributing Company, Security Building, Duluth, Minn. ctf

EQUIPMENT WANTED

SHIP us your second hand Powers, Simplex, Motiograph, Royal Edison, Holmes, Acme, DeVry. Cameras, Spotlights, Generators. Any theatre equipment. We pay highest spot cash prices. Monarch Theatre Supply Co., Memphis, Tenn. Ctf

WILL BUILD

FOR LEASE—Will build 400-seat theatre on transfer corner. Best location in town, will give 10 to 15 year lease. Continental Realty Co., 807 Guaranty Trust Bldg., Detroit, Mich. P1t—2-18-28

POSITION WANTED

PROJECTIONIST, thoroughly experienced, expert mechanic and electrician, desires permanent position where best work is appreciated. Married, sober, reliable. Address Box VJG, care Associated Publications, 368 Glover Bldg., Kansas City, Mo. P2t—2-25

Manager. Theatre or circuit. Three years experience. Now employed, but reason for change. College graduate. Unquestionable reference, character and ability. Box J. W., Reel Journal, 368 Glover Bldg., Kansas City, Mo. P1t 2-11

MANAGER, or assistant. Capable young man 23. 7 years' experience. Knows the business thoroughly. Any size of theatre, and anywhere. Best references, ability, and unquestionable character. Salary reasonable. Write Postoffice Box 2, Columbus, Michigan. P1t 2-11-28

THEATRES FOR SALE

FOR SALE—A modern up to date movie theatre for sale in southern Michigan. Retiring from business. Box 245, Coldwater, Mich. P1t—2-18-28

FOR SALE—500-seat theatre in thriving Colorado town of 1200 population drawing patronage from three nearby towns. Four hours from Denver. Now clearing $500 per month. No opposition. Sunday shows permitted. Selling to settle estate. Want $10,500 with $6,500 down, for equipment and lease. Submit your offer to D. W. Dunbar, 503 Midland Savings Bldg., Denver, Colo. C1t—2-18

FOR SALE: 300-seat theatre, town of 1,200; good business; cheap rent. Lyric Theatre, Salisbury, Mo. P2t 2-18

FOR SALE or lease, 400 seat theatre, Danville, Ill. Best location in city, 42,000 population, drawing from 30,000 more. Terms. Will sacrifice for quick sale. 7 day show town, lease to June 15, 1932. Address I. C. Davidson, 13 E. Main St., Danville, Ill. P1t 2-11-28

---------- CLIP HERE ---------- MAIL TODAY ----------

Here is your Handy "Ad Order" Blank

To:
Associated Publications, Inc.
Kansas City, Mo.

Kindly insert the following want ad..... times in your "CLEARING HOUSE" Section.

.....

.....

.....

.....

.....

Name .....

Address.....

only **8c** *a word*

To reach practically all of the motion picture theatre owners in Michigan, Ohio, Illinois, Indiana, Iowa, Missouri, Kansas, Nebraska, Oklahoma, Colorado, Texas Panhandle, Utah, Arkansas, Southwest Tennessee, Eastern Kentucky and New Mexico.

Try it!

AN ADVERTISEMENT TO ADVERTISERS

A Large Equipment Manufacturer* Says---

" . . . I am going contrary to management instructions in contracting additional space for the balance of the year, even at the expense of cancelling other.

"I am personally of the opinion that better sales support from this advertising expenditure will be realized through these regional channels than with similar expenditure through journals of national circulation.

"Theoretically, national circulation in journals of long establishment and presumably high prestige, should carry more weight than the smaller journals of lesser area and circulation, but I am counting on the personal equation—that interest and intimacy maintained by the average editor of a small area journal and the clientele therein."

*Name given on request.

You, too, can LOCALIZE
Your NATIONAL ADVERTISING
through the

Associated Publications

INCORPORATED

BEN SHLYEN, President & Publisher
Third Floor Glover Building
KANSAS CITY, MO.

NEW YORK OFFICE:
C. J. Nuttall, Mgr.
299 Madison Ave.
Phone—Murray Hill 2593

CHICAGO OFFICE:
Ashley Kennedy, Jr., Mgr.
939 Monadnock Bldg.
Phone—Harrison 4992

The 7 Keys to Greater Sales

Serving The Motion Picture Industry In 17 Mid - Central States

1. Film Trade TOPICS
Covering Denver and Salt Lake territories

2. MOVIE AGE
Covering Omaha and Des Moines territories

3. The REEL JOURNAL
Covering Kansas City & St. Louis territories

4. Exhibitors' TRIBUNE
Covering Okla. City & Memphis territories

5. Motion Picture DIGEST
Covering Chicago and Indianapolis territories

6. Michigan Film REVIEW
Covering Detroit territory

7. The OHIO SHOWMAN
Covering Cleveland & Cincinnati territories

The Quality Group of Film Trade Papers

National in Scope —Local in Service

Serving the AMERICAN Theatre Industry

Beauty, Strength and Comfort

Beauty is an essential factor in modern theatre furnishings. Steel Furniture Company chairs, built in the modern mode, combine beauty with practical long wearing utility insurd by its sturdy frame construction.

The newest model, shown here, has grace of outline enriched by the simplicity of its moulded classic design, every detail of which is wrought with characteristic craftsmanship.

Its deep, rich, upholstery bespeaks a comfort your patrons will be quick to appreciate. The aisle lighting fixture in perfect harmony of design, adds the final touch of ultra-modernity.

Steel Furniture Company is justly proud of this, its latest creative triumph.

"Modern Theatre Seating"

Send for this illustrated book, mailed on request. Write today.

Omaha Office:
1510 Davenport St.
Phones: Day—Atlantic 8688
Night—Jackson 6624

Des Moines Office:
1004 Grand Ave.
Phone: Market 676

(4045)

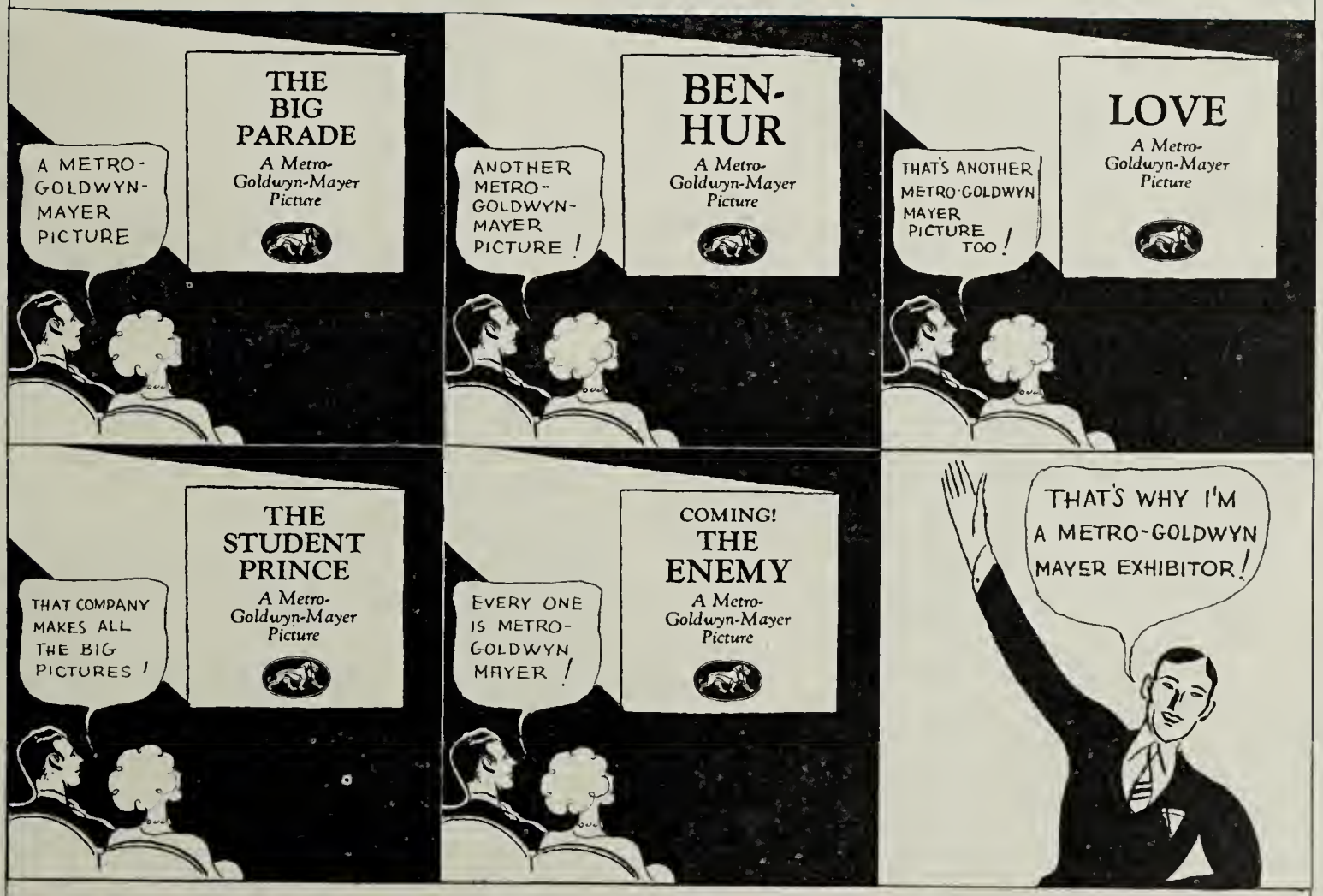
National Theatre Supply Company

Offices in all Principal Cities

MOVIEAGE

Volume VI OMAHA, NEBR., FEBRUARY 25, 1928 Number 14

YOU HEAR IT EVERY DAY!



THE TALK OF THE PUBLIC

A Business Magazine for the Film Trade in Iowa and Nebraska

And Now

Another Victory for the Box Office!

"So This Is Love"

With

Shirley Mason
William Collier, Jr.

Directed by
Frank Capra

No exhibitor who has an investment in a theatre should be satisfied with any product that doesn't entertain his patrons and pay him a profit on that investment —

COLUMBIA PICTURES by far are the *Best Box-Office Value in the industry.*

COLUMBIA PICTURES
GEMS OF THE SCREEN

EDITORIAL COMMENT

The Measuring Stick of Merit

By BEN SHLYEN

WM. Wrigley, Jr., is frequently quoted on matters pertaining to advertising. This man, who amassed a fortune from a small article and a modest beginning, attributes his success to advertising. The anecdote has been published that Mr. Wrigley was once asked by a friend why he still advertised so extensively when his product was known the world over . . . why he didn't cut down his advertising expenditures or cut them out entirely.

To this Mr. Wrigley replied: "Advertising is like a locomotive . . . you've got to keep stoking coal or the fire goes out. And when that happens the engine stops."

There are many specific instances that can be recited in which the curtailment or discontinuance of advertising turned a successful business into a failure. And there are some instances where renewed efforts to bring back success failed, because the public had been permitted to forget the article and a new one took its place.

So in the motion picture industry today firms that in previous years had shown steady growth and profits are meeting with indifferent success and some actually are on the verge of complete failure.

Trade paper advertising plays a very vital part in the life of this trade. Trade paper advertising is information that every exhibitor needs. He buys from it and he sells as a result of it. It gives him knowledge of his merchandise; it gives him confidence in it; it inspires him to attain the greatest possible box-office results.

Lack of advertising of a product to the trade is an indication of lack of confidence in it on the part of its makers. Advertising is a measuring stick of merit. It is a goal marker of desired achievement And the standard thus set must be built up to or good will and prestige are lost.

One of the old line companies is today going through a complete reorganization. It has lost business to a surprisingly large extent. Various causes are given, among which is high production cost. This company has a better product today that it has ever had in its history. And yet its revenue is reported to have fallen far short. But it stepped somewhat out of its class and attempted to forget the "little fellows" . . . the seven-and-a-half and ten-dollar accounts that had given it a profit year after year. It stopped "stoking coal" and killed a long established policy that had given it success. This company is not alone in its digression from a successful business and sales policy. Too often in this business there are overnight policy changes that, through hasty decision, defeat their own purpose.

Advertising . . . trade paper advertising is not a necessary evil, as some may look upon it, but a business essential for business success. The most successful firms in this business and in other businesses are steady and large users of every type of advertising. In this business where most product is sold before it is made the exhibitor has a right to know something about it after it's made . . . what its success is; how it was attained, etc. Producers urge exhibitors to do more advertising to the public and yet they themselves are failing to give the exhibitor the courage to do so.

With the past season's "economy" program an acknowledged flop by the producers themselves and with the new market season near at hand, it is hoped that the fallacies made last year will not be repeated.

MEMBER OF THE FILM GROUP ASSOCIATED PUBLICATIONS

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285

E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386

Published Weekly by

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President and Publisher

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Praises Des Moines Meet

C. E. Williams, president of the Nebraska M. P. T. O., says that the exhibitors who failed to attend the convention and banquet held at Des Moines a week ago missed a most delightful affair. Mr. Williams also says that the convention was certainly most educatioal and constructive, the banquet a delight and that everyone who was instrumental in making it such a success is entitled to thanks from the entire motion picture industry of the state.

Gotham Franchise to Liberty

Budd Rogers, vice-president of Lumas Film corporation, has entered into a distributing arrangement with Mayer Monsky of Liberty Films Inc., whereby the latter organization will take over the franchise for Gotham Productions for what is known as the Omaha territory, comprising, Nebraska and Iowa, effective March 1.

BRIGHT BITS *and* NEWSY NOTES

L. E. Stern has reopened the Ideal Theatre at Morrill, Nebr.

* * *

Irving Hanower, New York representative for Columbia, is covering the Nebraska terirtory.

* * *

The Educational Film exchange will broadcast every Saturday evening over WOW from 10 to 10:30 o'clock, following the chain program. Following the entertainment Mr. Blank will give a short talk about Educational pictures.

Karl Green has opened a new theatre at Elm Creek, Nebr., and christened it the Oak.

* * *

Mr. Benson of the Columbia staff had to shovel through five snow drifts between Manila and Denison, Ia., after the last heavy snowfall. This is an example of the similar fate met by many of the salesmen. A few of them were wise enough to use the trains.

* * *

The Palm Theatre at Lindsay, Nebr., which is operated by W. J. Smith, has reopened after a quarantine.

* * *

M. Van Praag, sales director of the Western division of Universal, visited the Omaha exchange lately on his way back to New York after a trip to the coast.

* * *

Mrs. M. C. Freed of the Thelma Theatre at Pender, Nebr., called on the exchanges last Monday.

* * *

Charles Snyder, formerly assistant booker for Fox at Omaha, has gone to Salt Lake City to work with Harry Stern for United Artists as salesman.

* * *

Jay Hass, district manager of Paramount, visited the Omaha exchange last week. Mr. Hass and Mr. Fisher of Paramount have been making a trip over the entire Universal Theatre circuit.

* * *

Mrs. Mason of the Empress Theatre at Malvern, Nebr., called on Movie Row last Monday.

* * *

E. H. Schauberger, of the Trivoli Theatre at South Omaha, was seen around the exchanges Saturday morning helping Al Smith along for president.

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

	W	L
Metro Goldwyn Mayer	37	20
Paramount	36	21
United Artists	35	22
FBO, Warner, Liberty	29	28
Pathe	22	35
Universal, Blizzards	14	43

INDIVIDUAL AVERAGES

Comer	182	Nightingale	151
Hensler	176	Fangman	150
Gorham	176	Fletcher	146
Cross	170	Harms	143
Malm	167	M. Monsky	141
Eckart	164	Von Dollon	141
Morrison	161	C. Williams	140
Phillips	158	Connors	140
Doherty	157	Fitch	140
P. Monsky	157	Branson	139
Barker	156	Strickland	138
Weitz	156	Malchaw	138
Bierman	156	Trent	135
Danke	155	Nedley	132
McLucas	154	McCool	132
Fridell	153	Fischer	132
Booth	153	Mitchell	130
Faulds	153	Okum	130
Howell	152	Funk	129
Mendelson	152	Diamond	126
Stolte	151	Williams	122

High three game total—Comer 661

LADIES FILM LEAGUE

Team	P	W	L	Pins	Pct
Fox	45	35	12	18971	.733
FBO	45	28	17	17270	.622
M-G-M	45	19	26	16305	.422
Warner- Uni	45	11	34	16009	.244

INDIVIDUAL AVERAGES

Cross	140	Gilchrist	89
Casper	135	Thortson	89
Phillips	118	Lonergan	88
Gillen	108	Molseed	83
Anderson	104	Wood	80
Blesh	103	Palmer	78
Foley	99	Cohn	76
Frankson	99	Trent	73
Nepodal	90	Peterson	70
Perrine			65

There was some talk regarding the mixed doubles tournament by the men. How about it girls?

o o o

Bob Booth was hitting on all cylinders and the results were 586. Nice work Bob.

o o o

Mae Foley of FBO fame was in the gallery last Monday. Maybe that had something to do with the FBO girls winning three.

o o o

Family ties are getting tighter and wives are more in evidence each week. Mrs. Hensler, Mrs. Eckart and Mrs. Faulds are the recruits. The regulars remain intact. They are: Mrs. Barker, Fischer, Fridel and Trent.

Havelock, Neb.—Havelock's new $30,000 Lyric Theatre has been opened to the public.

Omaha, Neb.—Redecoration and remodeling of the Roseland Theatre, Twenty-fourth and O streets, is being completed by the World Realty company, operators.

Gordon, Neb.—Plans are being completed by J. W. Pace, proprietor of the Empress Theatre, for a new building to be erected in Gordon this year.

Announcing

'LIBERTY FILM SERVICE,

GOTHAM PICTURES

For Iowa & Nebraska
Thru Liberty Films, Inc.

Under Direction of
Phil Monsky

An Open Letter to the Exhibitors of Iowa and Nebraska.

Gotham Productions have always strived to maintain the best distribution possible in every territory, and in keeping with the quality of their product. Therefore it gives us great pleasure to announce the fact that we have made connections with Mr. Phil Monsky of Liberty Films, Inc., to direct the affairs of Gotham Productions throughout the states of Iowa and Nebraska.

When choosing a man like Phil Monsky, we think we have a man that is well liked by all exhibitors, a man that has a most thorough understanding of the territory, and above all he is one that believes in keeping an exhibitor sold after he makes a sale —"Service" is his by-word. When choosing Liberty Films, Inc. to distribute Gotham Product we believe we have chosen the best independent distributor or exchange in the territory—one that has the reputation of fair and square dealings and above all—"Service."

All Gotham Productions of the past and all future Gotham Product will be serviced through Liberty Films, Inc., and I want to personally thank you for your excellent cooperation in the past, and can assure you the same spirit of fair dealing will at all times prevail.

Cordially yours,
GOTHAM PRODUCTIONS, INC.
Budd Rogers, Vice-Pres.

GOTHAM PRODUCTIONS

LIBERTY FILMS Inc.

1514 Davenport Street **Omaha, Nebr.**

GOTHAM PRODUCTIONS

Pettijohn Fires Broadside At Legality of BrookhartBill

Counsel For Hays Organization Declares Measure Prohibits Right of Producers to Pick Customers—Present Law Curbs

That the Brookhart anti-block and anti-blind booking bill, now before Congress, would not stand the test of the courts because it absolutely bars the producers of motion pictures from picking their customers is the contention of C. C. Pettijon, counsel for the Hays organization, in a memorandum attacking the measure.

Further, Mr. Pettijohn declares, if blind and block booking and allocation of product tend to create a monoply in the film industry the present anti-trust laws are sufficiently adequate to curb such practices and these should be brought to the attention of the Department of Justice and the Federal Trade Commission.

The right of any manufacturer to choose his customers, Mr. Pettijohn contends, has been upheld by the courts and a number of decisions were cited by him to bear out this pont. Attention also is called by him to the practice of choosing a certain theatre as a "show window" for first-run showing in a particular territory, wherein the location of the theatre, its admission price, general reputation and manner of presentation are of more importance to the producer than the price paid. Under the Brookhart bill he aserts the price would be the controlling factor.

Part of Mr. Pettijohn's memorandum follows:

The chief legal objection to this proposed legislation is that its effect would be to deprive producers and distributors of their absolute right to choose their own customers. It has been repeatedly decided by the Circuit Court of Appeals and the Supreme Court of the United States that a manufacturer and-or wholesaler may select his customers at will; and in the absence of a conspiracy or concerted action to coerce, intimidate or boycott, may refuse for any reason he considers fit, to sell his product to a retailer. The leading decisions on this point are to be found in the cases against manufacturers and-or wholelasers of various commodities who refused to sell their products to retailers who did not keep and maintain certain resale prices and are commonly known as the Resale Price Maintenance Cases.

The effect of the Brookhart bill would be to make the price of the picture the one controlling feature in the industry and deny to the producers and distributors in this industry the same right of contract granted to manufacturers and wholesalers in other industries, to-wit, the freedom to choose their own customers.

The author of the bill probably had in mind the rulings of the court on this question of freedom of choice of a customer, so in drawing the proposed bill sought to avoid this rule by emphasizing the fact that the films are copyrighted. Almost without exception they are described as "copyrighted motion picture films." This was done probably for the purpose of making the motion picture industry an exception to the law governing all other industries and to bring the proposed law under the decision of the United States District Court for the Eastern District of Pennsylvania in the case of the United States vs. M. P. Patents Co., et al, which was a proceeding brought by the government under the Sherman law.

In that case the defendants owned a patented device used in projecting a picture on the screen. It was necessary for exhibitors to have licenses to use this device and the defendants would only grant such licenses on the condition that it be used to project pictures distributed by them, thus compelling the exhibitors to buy their pictures. This was, of course, held illegal and the court entered an order of dissolution. This state of facts, however, presents an entirely different question from that of a producer offering his product as a whole at the lower price than that fixed for one or two pictures, or from that of a producer who chooses as his customers such exhibitors as he thinks are desirable.

The mere fact that these films are copyrighted does not make them an exception. There is no analogy between a copyrighted film and a patented mechanical device. Every picture is different and no two can possibly be exactly alike. Their value and worth is to be found, not in the fact that they are protected by a copyright, but in their drawing power at the box-office. In every show year several hundred desirable pictures are on the market. Some are better suited for certain audiences and theatres than others and some are more popular generally over the country than others. All of which goes to make an open market and keep intensive competition.

Referring to the evils complained of by the Brookhart bill, Mr. Pettijohn declares that if these allegations are true the offending producers should be prosecuted under the anti-trust laws, and goes on to say:

The Federal Trade Commission, after an extensive investigation, issued an order against block booking but before attempting to enforce such order, very properly endeavored in cooperation with representatives of the whole industry, at a Trade Practice Conference, to find a sales system to substitute for block booking and at such conference, members of the industry agreed on certain modifications which, when put into effect, will entirely eliminate any possibility of evil in any of the practices heretofore indulged in. The Department of Justice, as is well known, is making a comprehensive investigation of the industry, so there seems to be little or no need of this legislation.

An analysis is made of the various sections of the Brookhart bill. Among other things that Mr. Pettijohn criticizes the measure for are its alleged giving of price-fixing privileges to the Federal Trade Commission, which he declares is entirely unworkable and impracticable.

Reisman Names List Of Pathe Sales Force

Phil Reisman, general sales manager for Pathe, has announced the complete list of changes made in the sales force of the company, effective February 20. The line-up, as announced by Mr. Reisman, follows:

Harry Scott, short subject sales manager; Les Weir, Western divisional manager; Stanley Jacques, Mid-Western division manager; Dan Michaelove, Southern divisional manager; Haydn O. Duke, manager physical handling dept.; L. W. Kniskern, assistant to Genreal Sales Manager Reisman.

The branch offices and branch managers are:

Albany—C. J. Stombaugh; Boston—R. C. Cropper; New Haven—L. J. Hacking; New York—W. E. Raynor, with Robert Wolff as sales manager; Philadelphia—W. C. Humphries; Washington—R. C. Robin.

Atlanta—W. W. Anderson; Charlotte—E. L. McShane; Dallas— E. C. Leeves; New Orleans—Guy C. Brown.

Buffalo—Oscar Hanson; Cincinnati—J. A. Harris; Cleveland—O. J. Ruby; Indianapolis—Oscar Bloom; Pittsburgh—Robert Mochrie.

Chicago—H. S. Lorch, with Harry Graham as sales manager; Detroit—Henry Zapp; Milwaukee—J. H. MacIntyre; Des Moines, A. Levy; Kansas City—E. S. Olsmith; Memphis—L. J. Duncan; Oklahoma City—C. W. Allen; Omaha—Albert Danke; St. Louis—C. D. Hill.

Denver—A. G. Edwards; Los Angeles—J. S. Stout; Portland—H. L. Percy; Salt Lake City—A. J. O'Keefe; San Francisco—M. E. Cory; Seattle—L. A. Samuelson.

In this publication last week a number of the above appointments was printed. The list of names of managers was received by wire from New York and it was inadvertently stated that Albert Danke, manager of the Omaha Pathe exchange, would succeed C. W. Allen at Oklahoma City. The above is as received direct from Mr. Reisman and is believed to be correct.

Circus "Breaks Four Records At Mark Strand

The final figures on the record-breaking month's run of Charlie Chaplin's "The Circus," at the Mark Strand Theatre in New York have been released by United Artists. They are:

First Week_____	$ 81,206.00
Second Week____	70,128.90
Third Weew_____	50,206.00
Fourth Week____	41,618.25
Total_____	$243,159.15

"The Circus" broke the first, second, third, and fourth week's records at the Mark Strand.

Clara Bow Recovering

According to advices received from Hollywood, Clara Bow's operation for chronic appendicitis was very suffessful and officials at St. Vincent's hospital, Los Angeles, where the Paramount star is confined are looking forward to Miss Bow's quick recovery. The operation was performed by Drs. Clarence Tholin and C. E. Reynolds, with H. J. Strathearn, studio physician, consulting. Pending Miss Bow's recovery, production of "Ladies of the Mob" which was to have been Miss Bow's next vehicle, has been indefinitely postponed by Paramount.

Playing 300 First Runs

It is estimated by First National's sales department that its Richard Barthelmess super special, "The Patent Leather Kid," will show in three hundred first run theatres throughout the country during the month of February. This estimate is based upon the number of February bookings already contracted for and the rate at which new bookings keep coming in.

"Sadie Thompson" Makes Hit

Gloria Swanson's "Sadie Thompson" grossed $48,500 in its first week at the United Artists-Rivoli, New York, and thereby smashed the house record previously held by "Underworld" with $40,000. The Swanson gross does not include proceeds from the Friday night benefit premiere.

Menjou's New Picture Started

Filming of "Super of the Gaiety," Adelphe Menjou's new picture, was begun at Paramount's Hollywood studio last week. Evelyn Brent is cast in the feminine lead. Menjou's next picture to be seen on Broadway and in which Miss Brent also appears, is "The Code of Honor."

Contract Body Adjourns Till June; Agreement is Reached

Official Statement Announces New Contract Is Patterned Along Lines Favored at F. T. C. Conference Last October

Concluding its session of three weeks at the Congress Hotel in Chicago at midnight last Monday, the joint contract committee of producers, affiliated and unafilliated exhibitors, issued an official statement which declared that a complete accord was reached on all points under discussion, including arbitration rules, and that at the next meeting, to be held in June, an attempt would be made to devise a plan for coordinating the various state exhibitor organizations.

It was announced also that the new contract, which was described as being a "vast improvement over its predecessor," would be published shortly in booklet form, with complete explanations of its various clauses. The official statement of the contract conferees follows:

The National Contract Committee of the Motion Picture Industry, which has been working out the details of a new contract under which practically all of the motion pictures shown in the United States will be leased by theatre owners, concluded its three-week session Monday night at midnight.

The committee, which is composed of motion picture exhibitors and distributors, was gratified because certain difficulties which seemed at times unsurmountable were finally overcome. A complete agreement was reached on all points, including the rules of arbitration.

The only matter which had to be put over to the next meeting of the committee, which is scheduled for June, was a new problem relating to a plan of devising ways and means of enabling state exhibitor organizations, from which are drawn the exhibitor arbirtators, to function properly in their various endeavors in the general interests of the industry. Last year by the co-operation of exhibitor and distributor arbitrators almost twelve thousand cases were disposed of by arbitration.

The new contract is believed to be a vast improvement over its predecessor, giving promise of doing away with many sources of discontent in the moving picture business. It is patterned along the lines agreed upon at the Motion Picture Trade Practice Conference held last fall in New York City, and will be put into use next May.

So many complicated matters are to be handled under the terms of the new contract that the negotiators have arranged at an early date to publish the document with complete explanations of its various clauses and broadcast it in booklet form to the entire industry that there may be a clear understanding of its provisions.

Four First National Releases For March

First National will release four productions during March. The pictures, in the order of their release as arranged by Ned E. Depinet, general sales manager, follow:

March 4—"Mad Hour," from Elinor Glyn's novel, "The Man and the Moment." In the cast are Sally O'Neill, Donald Reed, Larry Kent, Alice White, Norman Trevor, Lowell Sherman, Margaret Livingston, Tully Marshall, Kate Price, Rose Dione and a number of others.

March 11—Milton Sills in "Burning Daylight," from Jack London's novel. Doris Kenyon is leading woman. Others in the cast are Arthur Stone, Lawford Davidson, Fred Warren, "Big Boy" Williams, Jane Winton, Stuart Holmes, Edmund Breese, Howard Truesdale, Harry Northrup, Jack McDonald and Fred Malatesta.

March 18—Billie Dove in "The Heart of a Follies Girl," adapted from the stage story by Adela Rogers St. Johns. In the supporting cast are Larry Kent, Lowell Sherman, Mildred Harris, Josephine Dunn, Clarissa Selwynne and others.

March 25—"The Big Noise," the Ben Hecht politico-newspaper story featuring Chester Conklin. Others in the cast are Alice White, Bodil Rosing, Ned Sparks, Sam Hardy and Jack Egan.

Add To "Desert Bride" Cast

In keeping with its announcement that "The Desert Bride," is to be one of the outstanding releases on its current program, Columbia Pictures has signed Allan Forrest and Otto Matiesen as the two masculine leads, to support Betty Compson, who appears in the title role. "The Desert Bride," one of the eight specials Columbia is offering this season, is an adaptation of "The Adventuress."

Earl Bell, Omaha manager for Warner Bros., spent several days in Des Moines last week in the interest of Vitaphone and Warner pictures.

* * *

Ross Ewing, formerly of the Rex Theatre at Newton, is spending the winter on his farm at Mexico, Mo., but expects to be back in the theatre business some where in Iowa before long.

* * *

About fifty film salesmen in the Des Moines territory will soon have proper credentials to solicit memberships to the Iowa M. P. T. O. and the three obtaining the largest numher over a period of 90 days will receive valuable prizes. Every cent collected for the association will be turned to the treasurer of the organization and nothing will be deducted for the work of collecting the money. Before paying the membership to the salesmen the theatre owner should inspect his credentials and take a receipt for the money. Much interest is being manifested in the success of the organization for 1928.

* * *

The Plaza Theatre at Ft. Dodge has changed hands, Mr. Schultz of that city having purchased the house from Glenn & Olstott. The Princess, of Ft. Dodge, which has operated as a road show house, will open soon with a three-day a week picture and vaudeville show.

* * *

E. J. Levine, the new manager at the Des Moines Theatre, was formerly an instructor in the Publix theatres' training school at New York City and is a man of very wide experience in the theatre business.

* * *

W. T. Biggs of Anita, E. G. Slater of Grundy Center and Mr. and Mrs. John Anderson of Boone were visitors on Film Row Tuesday of this week.

* * *

One of the oldest exhibitors in the state, Mr. Clemmons of Gladbrook, was in Des Moines on business Monday. He has been in the motion picture business at Gladbrook since 1912 and is 70 years of age but young in spirit. He expressed his pleasure in meeting so many friendly people on Film Row and promised to come to Des Moines more often in the future.

P. D. Alliman, of the Blank-Alliman Theatre of Clinton, was in Des Moines on business Tuesday of this week.

* * *

Lester L. Phillips has accepted a position on the sales force of Fox Film corporation and will travel in Iowa territory.

* * *

S. S. Schwarz, of the Exhibitors Service and Sales Co., made a trip to the Northwest Iowa territory this week, reporting business very good in his line.

Numerous Changes In Blank-Publix Theatres

During the past week the Blank-Publix theatres have made several changes in theatre managers. As stated last week, Harry Watts of the Des Moines Capitol went to Omaha to take the management of the Riviera because of the resignation of Arthur Stolte.

E. J. Levine of the Columbia, at Davenport, has succeeded Jesse Day at the Des Moines, Mr. Day going back to the Strand. Herbert Chatkin, who has been assistant manager at the Capitol, goes to the Broadway at Council Bluffs as manager. G. M. Watson leaves the Spencer at Rock Island to take the management of the Garden and Family at Davenport.

Fred Sleniker of the Garden and Family Theatres at Davenport succeeds Mr. Levine at the Columbia, Davenport. C. O. McPike, of the Family at Davenport, is transferred to the Spencer at Rock Island. Lionel Wasson of the Strand is to look after publicity at the Capitol and assist Nate Frudenfeld, who is the new manager of the Capitol.

All changes were effective the first of the present week.

Organ Playing by Remote Control Thrills Patrons

Playing a pipe organ by remote control proved diverting to the patrons of the Capitol Theatre here recently. The organ was played by Herbie Koch, solo organist, without his presence—a weird light being thrown on the performing, though man-less organ.

Then the trick was explained, with Koch going up and down the aisles playing the organ on a portable board strapped around his neck—the board being attached to the pipe organ by cable.

Plan New Nevada House

Word was received at Des Moines this week that a new $50,000 theatre was to be built at once in Nevada, Ia. The proposition is being sponsored by Mr. Shine of Ottumwa, who expects to operate the theatre when the building is completed. W. P. Grossman, of the Palace Theatre of Nevada, just recently secured a favorable verdict from a special election giving him the right to operate his show on Sunday. Such is his reward. It is said we never know when we are well off and it is especially so in the picture business.

Bad Roads Hurt Theatres

Business has been decidedly off in Southern Iowa during the past two weeks on account of the condition of the roads. Heavy rains and mud and then sudden cold weather made the roads almost impassable for automobiles. Such conditions cause all theatre owners to suffer heavy losses. Many thousands of dollars will be saved to Iowa theatre owners when the present program calling for 5,000 miles of hard surfaced roads is completed. Every theatre owner should offer the free use of his screen for the cause.

Lannon Takes Over Two

The Isis and Majestic Theatres, Cedar Rapids, Ia., which were formerly operated by the Frank Amusement Co. division of the Midwesco circuit, went into the hands of receivers recently, and have just been taken over by J. P. Lannon, who operates the North Star Theatre, Omaha. Lannon was previously identified with the Isis.

York, Neb.—Construction will be started March 1 by Bushboom Bros., contractors of Fairbury, Neb., for a new theatre to cost $115,000, including equipment. The York Theatre will be completed on or before September 1, 1928.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING FEBRUARY 18

MOON

The Shield of Honor, (Universal), Ralph Lewis.

BUSINESS: Very good.

AUDIENCE REACTION: Very well pleased.

SUMMARY: Glorifying the policemen of the average American city of today and showing the workings of the Metropolitan police force. Ralph Lewis takes part in the exciting happenings as a representative of the law.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Broke Again", Gump Comedy; "Blake of Scotland Yard."

RIALTO

The Jazz Singer, (Warner), Al Jolson, May McAvoy.

BUSINESS:Very good. (Second week).

RIVIERA

The Dove, (United Artists), Norma Talmage, Gilbert Roland.

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

SUMMARY: A fiery romance of a young Spanish dancer whose love for a handsome American gambler of the mythical country of Costa Hoja, is the central theme.

ENTERTAINMENT MERITS: 85 per cent.

SUN

Road to Romance, (Fox), Ramon Novarro.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

SUMMARY: With the Caribbean Sea as the background in the days of buccaneers, Ramon Novarro does some fine work as the handsome and dashing Spaniard, ready to defend his lady love.

ENTERTAINMENT MERITS: 70 per cent.

SHORT SUBJECTS: "Pass the Gravy," M-G-M Comedy.

WORLD

On Your Toes, (Universal), Reginald Denny, Barbara Worth.

BUSINESS: Very good.

AUDIENCE REACTION: Very well pleased.

SUMMARY: Denny as the born boxer who becomes chicken-hearted in a fight. Thrilling entertainment is furnished by the scheme that makes him mad enough to fight for the championship.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: "Buster's Initiation," Buster Brown comedy.

AT DES MOINES THEATRES WEEK ENDING FEBRUARY 18

CAPITOL

Chicago After Midnight, (FBO), Ralph Ince.

BUSINESS: Excellent.

AUDIENCE REACTION: Very thrilling.

SUMMARY: An unusually interesting picture taken from a story by Chas. K. Harris, stressing the effort of police and law abiding citizens to stop the crime wave.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

A Texas Steer, (First National), Will Rogers.

BUSINESS: Very good.

AUDIENCE REACTION: Pleasing.

SUMMARY: A picture in line with the newspaper comedy script written daily for the leading newspapers of the country. Because of Rogers' popularity over the country the picture should draw well in most houses.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

The Night Flyer, (Pathe), William Boyd.

BUSINESS: Excellent.

AUDIENCE REACTION: Good.

SUMMARY: A railroad story of the early nineties dealing with the adventures of Jimmy Bradley, a fireman on a mountain locomotive. A good show and should please everybody.

ENTERTAINMENT MERITS: 85 per cent.

DES MOINES

The Last Command: (Paramount), Emil Jannings.

BUSINESS: Very good.

AUDIENCE REACTION: Splendid.

SUMMARY: A story of the red revolt in Russia, showing Jannings as a mighty general beloved by his men. The story takes a strange twist and winds up in Hollywood, but with much dramatic effect. Should please in most houses.

ENTERTAINMENT MERITS: 90 per cent.

CURRENT RELEASES

(Week of February 26, 1928)

EDUCATIONAL

Builders of Bridges, Outdoor Sketch, (1).

His Maiden Voyage, George Davis, (2).

Pretty Baby, Monte Collins, (1).

FBO

The Texas Tornado, Tom Tyler, (5).

Chicago After Midnight, Lois Wilson, (7).

Raw, Raw, Rexie, (2).

Newslaff, No. 14, (1).

FIRST NATIONAL

Flying Romeos, Charley Murray, (6).

METRO-GOLDWYN

The Smart Set, William Haines, (7).

PARAMOUNT

The Showdown, Geo. Bancroft, (7).
Feel My Pulse, Bebe Daniels, (7).
Adoration, Novelty, (2).
A Hunger Stroke, Krazy Kat, (1).

PATHE

Man Without a Face, No. 7, (2).
Blaze of Glory, Fable, (1).
A Blonde for a Night, Marie Prevost, (6).
The Bronc Stompter, Don Coleman, (6).
The Smile Wins, Our Gang, (2).
The Swim Princess, Sennett, (2).

UNIVERSAL

Midnight Rose, Lya De Putti, (6).
The Phantom Flyer, Al Wilson, (5).
Back to Nature, Arthur Lake, (1).
All Balled Up, Charles Puffy, (2).
George's False Alarm, (2).
The Looters, Bob Curwood, (2).

WARNER BROS.

Across the Atlantic, Monte Blue, (6).

"Give and Take" Started

"Give and Take," Universal's picturization of Aaron Hoffman's successful stage play, was put into production this week by Universal at Sacramento, Cal. The company, headed by William Beaudine, as director, started work by filming scenes in one of the large canning plants located on the banks of the Sacramento river. George Sidney and Jean Hersholt head the cast.

N-E-W-S B-R-I-E-F-S

Discovery of a new process for photographing and reproducing natural color pictures is claimed by Rudolph Berthon, French scientist, who has worked on the invention since 1921. Although details are still closely guarded, it is understood that the principle of the apparatus is a combination of colored screens which can be adjusted to any machine without special cost. During the performance it is possible to revert at any time to the original black and white reproduction.

* * *

Robert Perry, who was a famous light-weight boxer in the days of John L. Sullivan, has been added to the cast of Pathe's "Sin Town."

* * *

Alice D. G. Miller, who started as a law office stenographer and became a leading scenarist, will do the continuity for Leatrice Joy's next starring feature which Paul Stein will direct.

* * *

Vivian Moses, former publicity and advertising head for Fox in New York City, has become head of the Paramount story department, replacing Fanny Franks.

* * *

At the request of many picture producers, Eastman Kodak is now working out an especially built "still' camera that can be attached to the motion picture camera and used by the same operator.

* * *

Joan Crawford is imitating Hoot Gibson. She is now sponsoring a string quartet which plays over local radio stations.

* * *

Joseph Cawthorn, musical comedy star and composer, will have an important role in Rod LaRocque's forthcoming DeMille special for Pathe, "Hold 'Em Yale," the screen version of Owen Davis's play "At Yale." Since leaving the stage a year ago, Cawthorn has appeared in leading characteizations in "The Secret Studio," "Two Girls Wanted," "Silk Legs," and "Very Confidential."

* * *

Lina Basquette has had her hair cut. And, in spite of the fact that the tonsorial operation cost about $5,000, the most expensive bob any woman ever had, Lina wept. The barber was Marie Prevost, who, as "Limpy," a reformatory "trusty" is playing her first dramatic role with Miss Basquette in "The Godless Girl." The salary of Miss Prevost, a star in her own right, for the time consumed in the sequences in which the haircut figures would be at least $5,000.

* * *

Vonceil Viking has made the first transcontinental horseback ride in 120 days to prove that the modern girl is just as capable of endurance as her pioneer forebears. She will play in Universal pictures as a reward of her ability.

* * *

That "Uncle Tom's Cabin," the Universal production of Harriet Beecher Stowe's story, was one of the first subjects to be selected for the old-fashioned and popular lantern slide lectures, was learned through a recently discovered copy of Kline Optical company's catalog of 1898. The slides were produced back in the 80's, but as late as 1900 there was a brisk demand for them on the part of traveling lecturers.

* * *

First National is building a four-room bungalow for Corinne Griffith. This is the second private bungalow at First National, Colleen Moore occupying the other.

* * *

Reginald Denny, Universal star, will leave soon for New York to embark for a four weeks vacation in Europe.

* * *

On his 81st birthday, Thomas A. Edison, the electrical wizard, received a gold pass from Carl Laemmle, his friend and former business rival. The presentation was made at Fort Myer, Fla., Edison's winter home. The pass will admit Edison and his party to any Universal theatre on the globe.

* * *

Carroll Nye duplicated the reel wedding which marked his final scenes in Columbia's "The Sporting Age" with a real one in Santa Barbara, in which Helen Lynch, screen actress, and he were the principals.

* * *

Rod La Rocque is en route to New York on a trip to Hungary, where he will rejoin his wife, Vilma Banky.

* * *

Charles Morton, motion picture actor, who accused his secret bride of a year, Lola Medona, of throwing boiling water over his face and shoulders, later advised authorities to let the matter pass. Morton, whose screen career may be ended, said he and his wife quarreled about a separation. The actor recently played in "Four Sons," a Fox production.

* * *

When Buster Keaton starts his new picture at the M-G-M studios, it will be "old home week" for the frozen-faced comedian and his director, Edward Sedwick. This is the first time they have been professionally associated since their early vaudeville days in the Middle West.

* * *

"Our Gang" will make its personal appearance for 1928 at the Wampas frolic and ball in the Ambassador Auditorium, February 25. For the annual Wampas event the ban for personal appearances has been lifted, and the kiddies will constitute the only juvenile act on the program.

* * *

Duke Kahanamoku, famous Hawaiian swimmer, will play a small part in the new Richard Dix picture, "Easy Come, Easy Go," which is now being filmed at Paramount's Hollywood studio.

* * *

Over 350 roles on the screen have been interpreted by Sheldon Lewis, who portrays the bandit lieutenant in Gotham's "Turn Back the Hours." He recently spent nine consecutive hours on the set in this picture and then topped off the day's work by rehearsing his own company of players who are presenting a series of plays in Hollywood.

* * *

Douglas Shearer, brother of Norma Shearer, has signed a contract as "trick" cameraman for M-G-M studios.

* * *

Charlie Chaplin expects to get into production on his next picture by March 1. It will probably be "The Suicide Club."

Underworld Drama Titled

"Nameless Men" is the title of the new Tiffany-Stahl production which was filmed under the working title of "The Clash." It is a story of the underworld, with the cast including Antonio Moreno, Claire Windsor, Ray Hallor, Eddie Gribbon, Sally Rand, Stepin Fetchit and Carolynne Snowden. It was directed by Christy Cabanne.

Unsolicited Praise
TIFFANY-STAHL PRODUCTIONS

TIFFANY-STAHL PRODUCTIONS INC
The Better Entertainment

Tiffany-Stahl Gems *that have made Box Office History*

"WILD GEESE"
"THE GIRL FROM GAY PAREE"
"ONCE AND FOREVER"
"WOMEN'S WARES"
"NIGHT LIFE"
"THE HAUNTED SHIP"
"STREETS OF SHANGHAI"
"A WOMAN AGAINST THE WORLD"
"THE TRAGEDY OF YOUTH"
"NAMELESS MEN"
"THE DEVIL'S SKIPPER"
"THEIR HOUR"

EXHIBITORS HERALD and MOVING PICTURE WORLD — February 11, 1928

Tiffany

THE ENCHANTED ISLAND: Henry B. Walthall —75%. Jan. 26. Another good one from Tiffany. A very good South Sea picture. Wonderful settings. Six reels.—B. R. Parson, State theatre, Springfield, Minn—General patronage.

LIGHTNING: Special cast—80%. Boys, if any of the bigger companies had this one it would be sold to you for the limit. Here is one of the most satisfactory pictures I have had for many a day. The horse in this picture does miraculous work and the cast has been capably selected.—Christ E. Efthim, Star theatre, St. Louis, Mo.—Neighborhood patronage.

LIGHTNING: Lightning—This was a good picture and up to the regular standard of the Zane Greys. Pleased as well as any of these and worth what you are paying Paramount for theirs, provided you aren't paying more than they are worth.—Chas. Lee Hyde, Grand theatre, Pierre, S. D.—General patronage.

LIGHTNING: Lightning—Zane Grey drama. Good outdoor action picture that drew well and seemed to please. Seven reels.—W. E. Dickson, Aristo theatre, Lemmon, S. D.—Small town patronage.

THE GIRL FROM GAY PAREE: Special cast—60%. An outstanding cast in this picture puts its over very nicely. Photography and settings excellent, as in the case of all Tiffany pictures. Tiffany making age catering to all classes. Neighborhood patrontheatre, St. Louis, Mo.—Christ E. Efthim, Star

WOMEN'S WARES: Special cast—70%. Built for the box office. Business has been off so much that I decided to play this one for adults only. This is not to say that the picture is too strong in bearing out this advertising, but it is a very pleasing performance very well mounted and satisfactorily dressed. Business was very satisfactory on a two day run and picture pleased all.—Christ E. Efthim, Star theatre, St. Louis, Mo.—Neighborhood patronage.

STREETS OF SHANGHAI: Special cast—Romance, drama. Another good one from Tiffany. This is a wonderful picture, more of a special than most so-called specials. Enough comedy to keep them in an uproar. Six reels.—W. E. Dickson, Aristo theatre, Lemmon, S. D.—Small town patronage.

THE BROKEN GATE: William Collier, Jr.—January 20. You don't have to be afraid of this one, a very nice program picture. Didn't do much business on it due to cold weather but received lots of comments on it from those that saw it. Six reels.—B. R. Parson, State theatre, Springfield, Minn.—General patronage.

WILD GEESE: Special cast—It is practically an all star cast, and after seeing this picture, I am more convinced than ever that Tiffany has the Gems. I call it a masterpiece, and advise all exhibitors to book it, as it is one they can truly recommend.—Mrs. A. B. Woodyatt, Bio theatre, Moline, Ill.—General patronage.

WILD GEESE: Special cast—January 19-20-21. As a picture for the whole family this picture ranks very high. Every actor in this picture stands out like "A Gem of the purest water." It's near great. Seven reels.—Clark & Edwards, Palace theatre, Ashland, Ohio.—General patronage.

THE FIRST NIGHT: Special cast—Their first night was a riot of interference. There are no risque scenes, as the title might suggest, but the title is fine one to pull them in. Bill it strong, it won't disappoint the lovers of light comedy. The cause of the detective at their bedside the first night was the spurned rival masquerading as a woman and posing as Lytell's wife. All in all, a most entertaining picture.—Ben Eskind, New Kentucky theatre, Madisonville, Ky.—General patronage.

TIFFANY-STAHL PRODUCTIONS, INC.
M. H. HOFFMAN, VICE PRES.
1540 BROADWAY — NEW YORK CITY

Distributed by RENOWN PICTURES Inc.

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. — OMAHA, NEBR.

Seven Iowa Theatres To Install Vitaphone

One of the biggest deals of its kind ever made in this territory was consummated this week when seven Iowa theatres contracted for the installation of the Vitaphone. The list includes the Des Moines at Des Moines, the Capitol at Sioux City and the Columbia at Danvenport, all being Blank-Publix houses. Four Central States theatres are included, the Palace at Mason City, Rialto at Ft. Dodge, Englert at Iowa City and the Rialto at Clinton.

The work of installation will commence March 1 at Sioux City. The Columbia at Davenport will follow immediately and then the Des Moines at Des Moines. Four sets of engineers do the installing of this talking picture device, each group doing a different part of the work and following each other in regular order. Announcement was also made that each of the above theatres would use both synchronized feature pictures and Vitaphone acts. The installations will require several months time, but all seven of the houses will be completed and using the entire Vitaphone service before Fall.

Des Moines Bowlers Resume After Layoff

After a two week's respite, the Des Moines Motion Picture Bowling League shot the alleys with much zest on Monday night. Tim Evans had the high average of 187 and Art Levy high game of 212. Much interest is manifested in all the games and no team is assured of winning until the last pin is down. Nothing has ever been attempted in film circles in Des Moines that inspired so much good fellowship and furnished so much pleasure for everybody as the bowling league.

The team standings follow:

Team	G	W	L	Pct.
First National	51	30	21	.588
FBO - Edu.	51	28	23	.549
Universal	51	28	23	.549
Paramount	51	28	23	.549
Pathe	51	25	26	.490
M-G-M	51	14	37	.275

INDIVIDUAL STANDINGS

Roy	171	Winn	144
Levy	169	Stancell	142
Reese	167	Anderson	142
Thompson	160	Miller	141
Turgeson	159	Beatty	139
Groves	154	Palmquist	138
Phillips	154	H. McGivern	136
B. McGivern	153	Thomas	134
Pratt	153	Frankle	128
Melone	152	D. West	128
Bamford	149	Krestel	126
Tilton	146	Sharp	123
Finter	145	Woods	122
Curry	145	Cordaro	119
Evans	145	E. West	116
Frace	144	McEwan	106

Chain of 1,000 Theatres In Smaller Towns Planned By Principal Theatres Corp.

Over 1,000 motion picture theatres in small towns throughout the United States will be controlled within five years by the Principal Theatres corporation, according to plans outlined at Los Angeles last week by Sol Lesser, president. Already over 37 theatres in towns of 150,000 population or less are controlled by this corporation.

Joseph H. Skirboll, general manager of Principal Theatres, left Los Angeles last week with the intention to establish offices in such cities as San Francisco, Portland, Seattle, Denver, Kansas City, St. Louis, Memphis, Louisville, Cleveland and Philadelphia.

This is the only theatre operating organization conducted on a national basis, according to Lesser, and the policy of establishing first class theatres seating approximately 1,000 people in towns of about 15,000 population will be carried out during the broadening program of this corporation.

"The successful operation of our first theatres now controlled by Principal Theatres convinces us that there is an economical need for just this sort of a circuit," said Lesser last Saturday. "When backed by a corporation of national scope, the standard of entertainment in these towns will be greatly enhanced. The watchword which we shall keep continually before us will be the importance of giving our public first class, first run pictures and entertainment at popular prices. We have associated with ourselves a group of distinguished architects and engineers who will provide theatres, not only beautiful in design, but comfortable and well ventilated. The offices of our organization about to be established in leading American cities by Mr. Skirboll will form definite centers from which the operation of theatres in the vicinity will be directed. Los Angeles will remain the national headquarters of our corporation."

Edison Claims Talking Movies Are Impractical

Although talking movies are accepted as an accomplished fact in the theatre world, Thomas A. Edison, world-famed inventor, is a skeptic on the subject. He declared them to be impractical in an interview in Florida last week, based on the failure of some of his experiments a number of years ago.

"This talking movie apparatus is not new," he declared. "I remember having rigged up the first one fifteen or twenty years ago. I did not think much of it then and I still hold that opinion.

"Now people are wild over the new experiments. It is a great thing, but I still contend that the American people prefer silent drama when they go to a moving picture theatre. The talking movie is a novelty now, but I am afraid that the craze will not last."

Come From Many Climes For Film Sales Congress

A world-wide representation of delegates indicated that the first International Film Sales Congress, which started its sessions last week in New York, and sponsored by Metro- Goldwyn-Mayer, would mark a most important event in film annals. Headquarters are at the Hotel Astor, New York.

The first foreign representatives to arrive in New York were David Lake, general sales manager for M-G-M in Australia and New Zealand, with headquarters at Sydney, and Benjamin Fineberg, district manager in Brazil.

Among the prominent sales representatives who are in attendance at the congress are George Rorman, Chile; P. M. Gonzales, Porto Rico; George Fatt, Guatemala; T. Nielson, Denmark; Allen Syre and H. Gunderlock, Belgium; F. L. D. Strengholt, Holland; F. Curioni, Italy; Dave Lewis, Portugal; Raoul Lemat, Sweden; Louis Goldstein, Cuba; A. L. Kalb, Mexico.

"Czarina's Secret" Is Fourth of Great Events

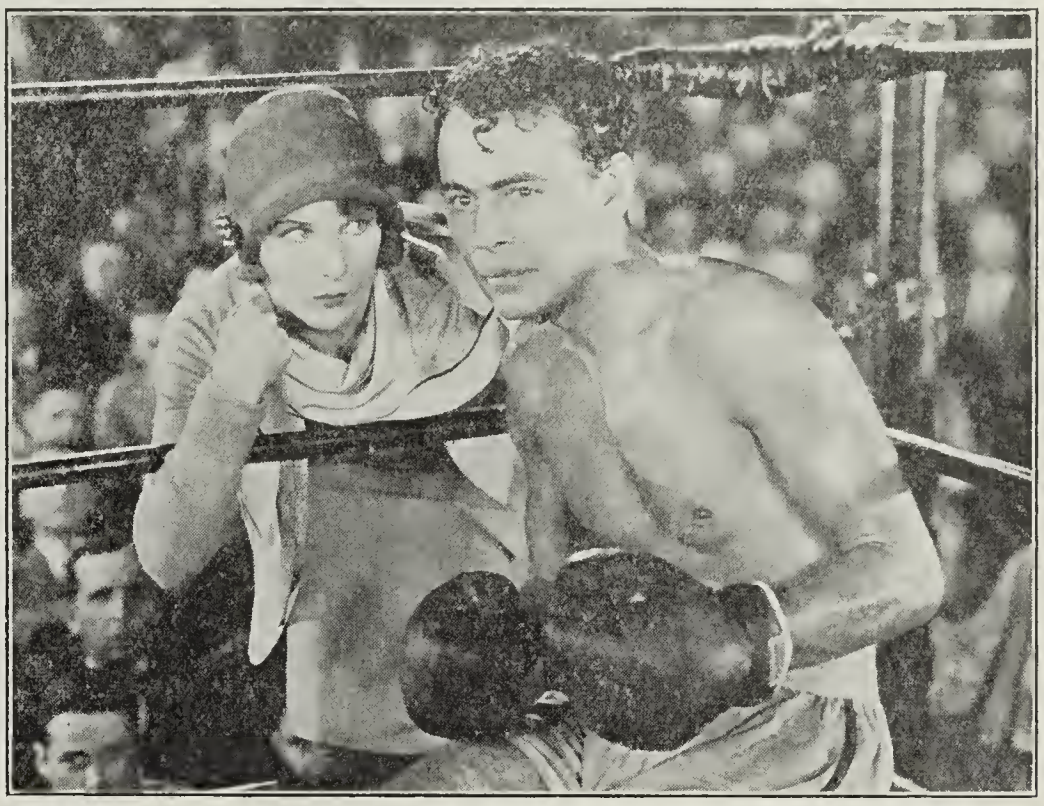
"The Czarina's Secret" has been decided upon as the final title of the fourth of the Great Events series of two-reel technicolor productions being produced for M-G-M. This picture was produced under the working title of "Catherine, the Great."

The gay splendor of the court of Peter III provides the background for the story and the weakness and indiscretions of this monarch cause the Russian army to revolt and place their beloved Czarina, Catherine, on the throne. Catherine's own immortal love affair at this time adds to the dramatic interest of the story.

Olga Baclanova, great Russian actress, plays the leading role of Catherine the Great. David Mir is seen in the role of Peter III, Sally Rand and Lucio Flammo also have strong parts.

PICTURE NEWS *Told in Pictures*

Charlie Bowers, the camera wizard, is now producing his novel comedies for release through Educational.



William Collier, Jr., and Shirley Mason are co-starred in the Columbia Pictures production, "So This Is Love."

This is the irrepressible George Davis, featured in the Educational-Mermaid comedy, "Seeing Stars," in which Davis seems to be funnier than ever before.

Bessie Love, at the right, has the feminine lead in Columbia's "The Matinee Idol," adapted from the story "Come Back to Aaron."

Phyllis Haver and Julia Fay in a scene from "Chicago," Pathe's comedy-melodrama of Windy City underworld events.

EXPLOITATION IDEAS AND HINTS

Policemen's Contest For "Shield of Honor"

A policemen's popularity contest in Grand Rapids, Mich., brought the patrons flocking in to see Universal's police picture, "The Shield of Honor," at the Isis Theatre. The manager of the theatre arranged with a jewelery firm to present a handsome watch to the policeman or traffic officer who won the greatest number of votes. The playdates of the picture were printed on the reverse side of the voting coupon. The Grand Rapids Herald published the results of the contest from day to day.

Both the Isis Theatre and the jeweler were enthusiastic at the increased business the contest brought in.

Golf Contest Is Tied Up With "Spring Fever"

The manager of the Metropolitan Theatre, Los Angeles, assisted by a M-G-M exploiteer, recently used an engaging novelty contest to exploit a showing of the William Haines starring picture, "Spring Fever," a golfing comedy. A prize was offered to any member of any golf club in or around Los Angeles who could make a hole in one.

A $25 merchandizing order was offered as a prize to any one who did this while "Spring Fever" was running at the Metropolitan. Not only was this contest widely exploited by the newspapers, but also the theatre had a by-line in reference to it in its ads on its one sheets. Spaulding's Sporting Goods store also cooperated on this contest by mentioning it in a card in the window display. No one made a hole in one during the run of the picture, and this also caused newspaper comment in a humorous follow-up story.

In addition to this a tie-up was effected with the Magnetic Spring Water Co. They issued small yellow throw-aways displaying a cut of William Haines. The copy on this card read, "The sparkle of Magnetic Spring Water is reflected in the Gay Comedy of 'Spring Fever' now showing at the Metropolitan Theatre." It proved most effective.

Work New Exploitation For La Plante Picture

Andy Sharrick, Universal exploiteer, and David Nolan, assistant manager of Keith's Palace Theatre, Cleveland, put their heads together and evolved an exploitation stunt in behalf of Laura La Plante's picture, "Finders Keepers," playing the Palace the week of February 19. They effected a city-wide tie-up with all the leading dance halls, each of which offered a $5 prize to the first person identifying the double of Laura La Plante.

The girl duplicating the stage star was discovered last year during a "similarity contest." About 60,000 cards announcing this event were distributed at the dance halls the two weeks prior to its consummation. Large banners 60 feet by 40 feet were hung in the halls several weeks in advance. Andrew Sharrick, in person, made the announcements at the halls on the night of the prize awarding, and incidentally took advantage of the occasion to tell his hearers all about the Laura La Plante picture, "Finders Keepers."

In addition, Sharrick got a good story in the Press. The story was related to Will Durant's tale running in the Press, called "Deadline of Love at 30." He wired Miss La Plante for her opinion of this statement, and then displayed a telegram purporting to have come from the star ridiculing the statement on the personal ground that she had just recently married a man over 30. The story provoked a lot of discussion, and helped put the picture over big.

Cut-Out of Embrace Pulled Big Throngs

An effective cut-out of John Gilbert and Greta Garbo in an intense embrace, clipped from the twenty-four sheet on "Love," drew many patrons to see that film when it played at the Leland Theatre, Albany, N. Y. Manager Sayles of the Leland Theatre, assisted by an M-G-M exploiteer, designed the cut-out, and also did the rest of the promotion work on this feature.

It is against the Albany City laws to place even as much as letters on the marquee signs, but Mr. Sayles secured permission to put a cut-out on the marquee which could be seen for a couple of blocks. This was the first time a cut-out had ever been used in Albany, so the big sign was particularly effective.

A window display tie-up was effected with the Grosset & Dunlap edition of "Anna Karenina," using the "Love" version of the novel. The tie-up was with the Clapp bookstore, located at State and Pearl Street, the two main thoroughfares of Albany.

A music store tie-up was also arranged on the music of the picture, and the theme song, "The Melody of Love," the words for which were written by Howard Dietz, director of advertising exploitation and publicity for M-G-M. The music stores also ran a slug line for the film in their newspaper advertising.

In an effort to boost the matinees the theatre advertised that a photo of Gilbert and Garbo would be given to each woman who attended the matinee. Seventy-five window cards were put out advertising these gifts. Six thousand photos were given away. The theatre received many phone calls concerning these photos and capacity matinee business was largely due to them.

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The PICTURE GUIDE

Little Tips on New Pictures

Love Me and the World Is Mine

Distributed by Universal.

STAR: Mary Philbin.

SUPPORT: Norman Kerry, Betty Compson.

TYPE: Before the World War.

LOCALE: Vienna.

LENGTH: 6 reels.

SYNOPSIS: Hanerl, an orphan, lives with her wealthy aunt and uncle in a small Australian village. Her beauty and innocence impress a young officer who makes love to her. The death of her uncle soon after makes a change in her life. She goes to Vienna to live with Mitzel, a fast living young woman. It happens that the latter also loves the same officer who is the idol of the country girl's dreams. Resentment and distrust separate the two lovers. When elaborate preparations are made for a wedding between Hanerl and a wealthy old bachelor who takes pity on Agnes, her first lover declares his love for her on the eve of the outbreak of the World War. However, the lieutenant is granted a permission to take a short leave and marry the girl.

HIGHLIGHTS: Vienna, the colorful city of the world, the court life of Emperor Franz Josef, military pageantry.

The Latest From Paris

Distributed by Metro-Goldwyn-Mayer.

STAR: Norma Shearer.

SUPPORT: George Sidney, Ralph Forbes.

TYPE: Comedy-drama.

TIME: Present.

LOCALE: New York City and aboard train.

LENGTH: 7 reels.

SYNOPSIS: Ann Dolan is the smart and pretty saleswoman of a cloak and suit manufacturing company of New York City. On a trip to the West she meets Joe Adams, salesman for a rival firm. Louise, daughter of one of Joe's customers, has set her cap for him, but Joe dodges her and becomes engaged to Ann. No more than affianced, they both get colds, and Ann finds Joe being cared for by Louise, a situation that results in Joe being reluctantly betrothed to his nurse. Ann's employers, however, arrive on the scene and convince Louise's parents that Joe's firm is failing and that he will soon be out of a job, thereby making Joe free to rejoin Ann.

HIGHLIGHTS: Clever comedy situations.

Lady Raffles

Distributed by Columbia.

STAR: Estelle Taylor.

SUPPORT: Roland Drew, Lilyan Tashman.

TYPE: Mystery drama.

TIME: Present.

LOCALE: An American city.

LENGTH: 6 reels.

SYNOPSIS: Lady Raffles, supposedly a thief at large on the grounds of the Blake mansion, is set to work as a maid for Mrs. Blake. Dick and Lillian, two notorious jewel thieves, are among the guests at a reception there, chiefly to gain possession of a priceless necklace worn by Mrs. Blake. During the evening, Warren, the son of Mrs. Blake, is deeply in love with Raffles, and the two arrange for a wedding. Lady Raffles is arrested for the theft of the Blake necklace. She succeeds in turning the tables on the pair of society thieves when she reveals her identity as a Scotland Yard operative. She meets Warren in time to keep their engagement at the altar.

HIGHLIGHTS: A clever girl, thrills, and mystery.

Anne Nichols Writing Lyrics

Anne Nichols, author of "Abie's Irish Rose," is blossoming out as a song writer. Miss Nichols is to write the lyrics for an "Abie" theme song, to be published simultaneously with the launching of Paramount's filmization of the play. The music, a waltz, has been completed by J. S. Zamecnik, nationally-known composer, who is preparing the orchestral score for the picture. To date, some 200 song writers have tried to satisfy Miss Nichols with an "Abie's Irish Rose" number. None met her approval, so the author is going to do it

NOVELTY

Nothing adds zest to a program like a good short novelty. It's over the fence with gloom when you flash one of *Educational's* snappy one-reel pictures on your screen. Instantly there's life in the party —because there's life in the picture!

KINOGRAMS
The News Reel That Tops the Field

CURIOSITIES
The Movie Side-Show Produced by Walter Futter

OUTDOOR SKETCHES
By Robert C. Bruce

CARTER DeHAVEN
in "Character Studies"

CAMEO COMEDIES
Jack White Productions

FELIX THE CAT
Cartoons By Pat Sullivan

Lyman H. Howe's HODGE-PODGE

McCALL COLOUR FASHION NEWS
with Hope Hampton

Educational Pictures
"THE SPICE OF THE PROGRAM"

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.
DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.

SHORT SUBJECTS

Spice of the Box Office

Dumb Daddies

M-G-M—Two Reels.

Max Davidson plays the distracted father worried about his boy, played by "Spec" O'Donnell, who has become interested in amateur theatricals. Max is worried about his boy's mysterious antics as he sees him rehearsing privately, thinking the kid has gone cuckoo. He follows him to the girl's home, where they rehearse. Another girl claims that "Spec" has done her wrong. Max, eavesdropping, thinks it is on the level. From then on his efforts to save his boy from disgrace produce all the fun.

The Smile Wins

Pathe—Two Reels

Another Our Gang comedy, in which Farina is featured. He sets out to be of help to his sick and destitute mother. The other kids in the Gang make life miserable for him, until Fatty comes to the rescue. He suggests that they dig for oil in Farina's back yard. They happen to tap an oil pipe from a big gusher, and as the oil spurts skyward, the landlord sees it and offers the sick mammy $50,000 option on the property. When he discovers the strike is a fluke, it's too late.

His Maiden Voyage

Educational—Two Reels

Here's a Mermaid comedy with plenty of animal fun. George Davis as the comedian disguises himself as a stewardess in order to be near his girl on the boat. Since Dad objects, Davis burlesques the female role in great style. But when the wild animals being shipped from Africa get loose, the fun really begins.

The Swim Princess

Pathe—Two Reels

This Mack Sennett comedy has a lot of the gags that have been used before in the feature college comedies of similar theme. The girl comedian furnishes most of the fun as she is chased by a sheriff, and arrives at the meet in time to win for her college. The occasional shots of the bathing girls done in Technicolor are bright features.

Wedding Slips

Educational—One Reel

Monte Collins has the starring role in this slapstick reel. He plays the part of the sap who has wrecked part of the equipment of a gypsy show. He falls into the clutches of one of the nomads, who makes violent love to him. After a rough house scene inside one of the tents, he knocks his tormentor out and escapes.

Madden of the Mounted

Universal—Two Reels

Jack Perrin, who is featured, is Madden, the Mounty. As he stops at a creek for a drink, Barlow, his prisoner, renders him unconscious by a tap on the head with his handcuffs, and makes his escape to a nearby cabin. This is the home of the La Monts, father and daughter, and Madden is in love with the daughter. LaMont is hiding out from the law for a murder he is supposed to have committed. Barlow recognizes him and threatens to expose him to the mounty unless he helps him get away. But LaMont tips Madden off, and a fierce fight ensues with the arrival of the mounty at the cabin. Barlow is finally subdued and then tells Madden of LaMont's former crime. Madden reveals that another has confessed to the murder, and it all ends happily.

The Family Group

M-G-M—Two Reels

Charley Chase is the comedian of this two-reeler, which is acclaimed as one of the best short comedies of the season. Two good gags are outstanding. Charley in a street car with one of those sneezy colds is a riot. And he creates one before he is thrown off. His kid wins the prize at a baby show, and the proud parents take him to the photographer's for a family portrait. As they pose, the gags that are pulled to secure the proper photo are a succession of howls and gurgles.

Social Lions

Universal—One Reel

A new millionaire rents a mansion in Sap Center and the editor of the Clarion desires that his daughter marry him. which gives birth to the usual slapstick antics, including chases. It all ends with the revelation that the "millionaire" is an escaped lunatic.

Mother Bird

Educational—One Reel

This reel is another one of the "Curiosities" series, depicting bird life. It shows how the mother bird cares for its young. The grouse, bluebird, cuckoo, and owl are some of the subjects. Its chief interest is that of a nature study with particular appeal to bird lovers.

Short Subjects Are Holding Their Own

Reports indicating that exhibitors are stampeding either towards presentations and vaudeville or in the opposite direction are the bunk, says Ted Schlanger, short subjects sales manager for Universal, who has returned to the Universal home office in New York after a six weeks' survey trip covering the middlewest entirely and part of the South. With few exceptions he found that houses which feature presentations or vaudeville are standing by that policy, and that houses which stick to a straight picture policy show no evidence of changing.

"The two-reel comedy is holding its own on all fronts," says Schlanger. "It is just as popular as it ever was with the public and is just as important a part of the average program. In fact, even in the houses where presentations and vaudeville supplement the feature picture, two-reel comedies continue as a staple. There are spots on these programs where the good old screen comedy is the only thing that fills the bill.

"My trip took me to Indianapolis, Cincinnati, Pittsburgh, St. Louis, Chicago, Minneapolis, Milwaukee, Kansas City, Des Moines, Omaha, and Dallas. I found practically the same conditions existing as regards screen comedies in all of these exchange centers.

Five Columbia Films On the Selected List

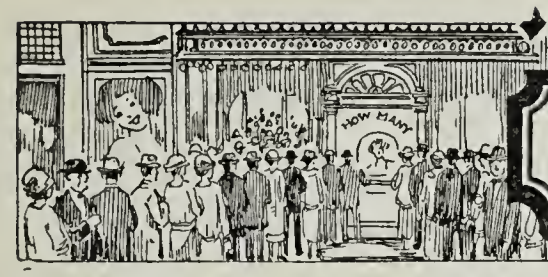
The National Board of Review has chosen five Columbia productions for its thirteenth annual catalog of selected pictures.

The five features endorsed by the board as suitable for general audiences, including youg people, are "Alias the Lone Wolf," "The Clown," "The Opening Night," "Wandering Girls" and "The Warning."

The current catalog lists 426 pictures selected out of a total of 1795 presented to the review committees in advance of release in 1927.

Bosworth To Star Again

Because of the success of "The Blood Ship," Columbia's 1927 sea epic, and the constant demand from exhibitors for another production starring Hobart Bosworth, the company announces that it has signed the popular player to star in an adventure story with a tang of the sea, entitled "After the Storm."



BOX-OFFICE REPORTS

COLUMBIA

Sally in Our Alley, Shirley Mason.—Picture very pleasing to run to patrons. Several compliments on picture. Print good.—Manager, New Haven, New Haven, Ind.

The Warning, Jack Holt.—Pleased about the usual Saturday business.—Manager, Von Ritz, Bedford, Ind.

Remember, All Star.—A good, clean picture.—Manager Gem, Plymouth, Ind.

The Siren, Dorothy Revier.—Picture very good. Print good.—Manager Ritz, Indianapolis, Ind.

The Siren, Dorothy Revier.—Very very good. Suitable for any theatre. Gave very good satisfaction. Print in good condition.—Manager, Mack, Elwood, Ind.

The College Hero, Robert Agnew.—Audience was very much pleased with it. Condition of print, excellent and good advertising accessories.—Manager, Diana, Tipton, Ind.

The Clown, Johnny Walker.—Poor business on account inclement weather. Print good; accessories good.—C. F. Cluthe, Woodlawn, Evansville, Ind.

Rich Men's Sons, Ralph Graves.—A very good picture. Condition of advertising accessories are good.—A. M. Doyel, Keystone, Russellville, Ind.

Pleasure Before Business, Pat O'Malley.—Show good; clean entertainment. Lost money on account of medicine show in Odd Fellows Hall. The medicine show was free and groceries were given away free. Condition of print Okey. Condition of advertising accessories, good.—M. A. Doyel, Keystone, Russellville, Ind.

FIRST NATIONAL

The Poor Nut, Jack Mulhall.—Silly. Crowd was pleased for a couple of reels, then became bored at the over-drawn character of this picture. Not so good.—E. W. Lawrence, Community, New Market, Iowa.

Three's a Crowd, Harry Langdon.—Dumb; not a redeeming feature to this picture—too long drawn-out and very tiresome. Part of crowd walked out.—E. W. Lawrence, Community, New Market, Iowa.

Unknown Cavalier, Ken Maynard.—Drew fairly well and pleased.—Elite, Nixa, Mo.

Lost at the Front, Murray-Sidney.—Good comedy.—Elite, Nixa, Mo.

The Prince of Headwaiters, Lewis Stone.—A typical Lewis Stone picture. Ran this for Sunday show, and had a good crowd the second day; audience was well pleased.—E. W. Lawrence, Community, New Market, Iowa.

The Stolen Bride, Billie Dove.—One of the best pictures we have ever run. You will make no mistake on this one.—E. W. Lawrence, Community, New Market, Iowa.

FBO

Moon of Israel, Maria Corda.—Very poor small-town picture; a mistake to run in small town.—E. W. Lawrence, Community, New Market, Iowa.

Hook and Ladder No. 9, Ed Hearne.—Not so good. News reel would furnish about as good entertainment.—E. E. Lawrence, Community, New Market, Iowa.

Breed of Courage, Ranger.—Good dog picture. Took well here.—E. W. Lawrence, Community, New Market, Iowa.

Regular Scout, Fred Thomson.—A good western. Went over better than any western we have had for a long time.—E. W. Lawrence, Community, New Market, Iowa.

The Gingham Girl, Lois Wilson.—Just an ordinary picture. Pleased some and others did not like it.—E. W. Lawrence, Community, New Market, Iowa.

Moon of Israel, Maria Corda.—Has no drawing power.—C. G. Mikel, Community, Williamsburg, Kas.

INDEPENDENT

Plastic Age, Clara Bow.—Good picture. Made more money than any picture played for six months.—Ira Stonebraker, Allen, Allen, Kas.

Wolves of the Air, Johnny Walker.—A good program picture.—Ira Stonebraker, Allen, Allen, Kas.

METRO-GOLDWYN

Scarlet Letter, Lillian Gish.—Wonderful picture that will please the most critical. This picture is a sermon in itself.—Brown Brothers, Hipp, Lewellen, Nebr.

La Boheme, John Gilbert.—If this is called a picture, don't make any more.—Olive, St. Joseph, Mo.

PARAMOUNT

Popular Sin, Florence Vidor.—Fair picture; well taken though.—C. E. Curtis, Merchant's, San Jose, Ill.

The Canadian, Thomas Meighan.—This is a good, clean picture; portrays strength and character.—C. E. Curtis, Merchant's, San Jose, Ill.

Paradise For Two, Richard Dix.—Good enough for anyone with sense enough for some humor.—C. E. Curtis, Merchant's, San Jose, Ill.

Wedding Bills, Raymond Griffith.—Very good. Griffith always takes well here. Audience much pleased.—C. E. Curtis, Merchant's, San Jose, Ill.

The Campus Flirt, Bebe Daniels.—Good picture; well taken by the younger patrons.—C. E. Curtis, Merchant's, San Jose, Ill.

Man of the Forest, Jack Holt.—Holt is good—always ace high here. All pleased.—C. E. Curtis, Merchant's San Jose, Ill.

Great Gatsby, Warner Baxter.—Good. People liked it.—C. E. Curtis, Merchant's, San Jose, Ill.

TIFFANY

Isle of June, Greenwich Village romance.—A beautiful colored reel that everyone enjoys seeing. The rental on them is a little too high for small towns to use though.—J. W. Andersen, Lyric, Tekamah, Nebr.

Clothes Make the Woman, Greenwich Village romance.—These one-reel technicolor films are sure beautiful. They help to put over a weak picture and make the good better. For beauty, the "Isle of June," is about as nice as we have seen. They please all.—H. A. Larson, Majestic, Oakland, Nebr.

Greenwich Village Romance.—The most beautiful one-reel subject I have ever played; adds class to your program.—A. Burrus, Isis, Crete, Nebr.

Red Heads Preferred, Raymond Hitchcock.—Very light type of comedy that will please the average week night crowd.—Brown Brothers, Hipp, Lewellen, Nebr.

College Days, Marceline Day.—Very poor picture that will not please.—Brown Brothers, Hipp, Lewellen, Nebr.

UNIVERSAL

One Glorious Scrap, Fred Humes.—It is no picture—just film.—Olive, St. Joseph, Mo.

STATE RIGHTS

The Broadway Drifter, George Walsh.—A good little picture, clean in every way. Pleased the regular audience. Print, good.—E. M. Eagleston, Majestic, Seymour, Ind.

Tricks, Marilyn Mills.—Here is the best ever made in pictures. These horses are wonderful.—John Willey, Rex, Mulberry and Arcadia, Kas.

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Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

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FOR SALE—One Powers 6-A machine, hand drive with arc light for carborns in very good shape for $100; also a Fort Wayne compensarc, like new, $30. Address E. J. Fuchs, Marion, Wis. P1t—2-25

FOR SALE—Brand new Peerless Reflector Arc Lamps, rebuilt Peerless, rebuilt Morelites, Simplex and Powers, Mazda Units, Generators—at astonishing Low prices. One pair Ashcraft lamps used as demonstrators. Southwest Theatre Equipment Co., Wichita, Kansas. C1t—2-25

FOR SALE—200 opera chairs, good as new. Original cost, $8.00; sell at $2.50. Address Box B. C.,Associated Publications, 368 Glover Bldg., Kansas City, Mo. C2t—3-3

Six Hundred opera chairs; two Powers projectors; Screen; Booth, rewinds, etc. Excellent condition—low prices for quick sale. Movie Supply Co., 844 Wabash Ave., Chicago, Ill. C13t-3-19-28

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

1500—Beautiful Spring Cushion Opera Chairs, brand new. Upholstered in DuPont red grained Spanish for any pitch floor desired. Very low price. Quick shipment. Write for exact photograph and details. C. G. Demel, 845 South State, Chicago. P4t—2-25

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SHIP us your second hand Powers, Simplex, Motiograph, Royal, Edison, Holmes, Acme, DeVry. Cameras, Spotlights, Generators. Any theatre equipment. We pay highest spot cash prices. Monarch Theatre Supply Co., Memphis, Tenn. Ctf

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REFINED BOARDING school home for children. Address Wilson Schools, Dayton, Ohio. —P1t2-25

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FOR SALE—300-seat theatre; first-run; downtown; main thorofare; city 50,000 population; running afternoons, and evenings. 7 day city; long lease; low expenses. Temple Theatre, Lorain, Ohio. P2t—3-3

FOR SALE—Overland Theatre, Overland Park, Kansas, fully equipped, 308 seats. Priced to sell. The Overland Theatre, Overland, Kas. P1t—2-25

FOR SALE—White Pigeon Theatre, Burr Oak, Mich. C. A. Kelso, Angola, Ill. C2t—3-3

FOR SALE—500-seat theatre in thriving Colorado town of 1200 population drawing patronage from three nearby towns. Four hours from Denver. Now clearing $500 per month. No opposition. Sunday shows permitted. Selling to settle estate. Want $10,500 with $6,500 down, for equipment and lease. Submit your offer to D. W. Dunbar, 503 Midland Savings Bldg., Denver, Colo. C1t—2-18

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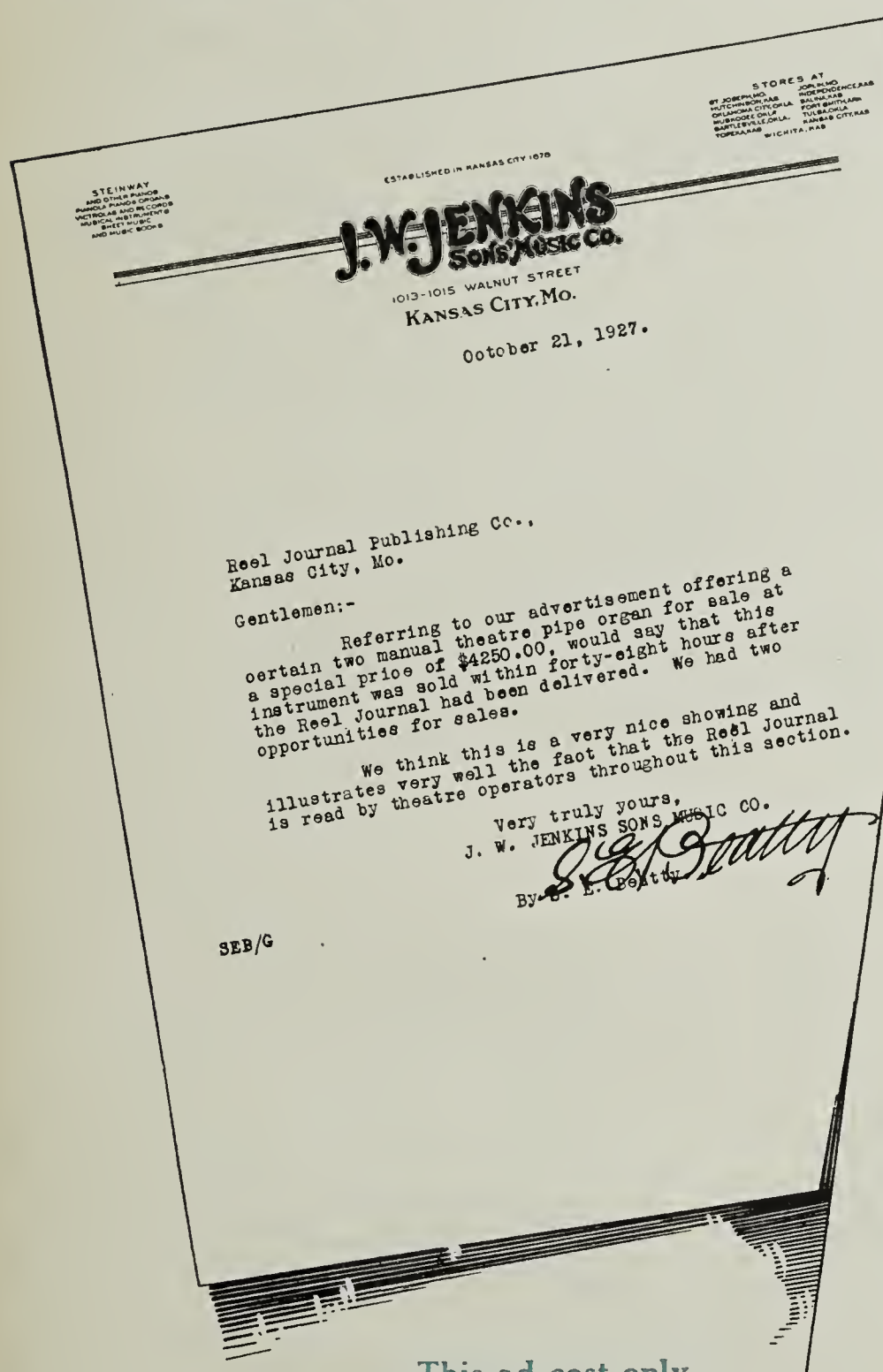

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BARTLESVILLE, OKLA. — TULSA, OKLA.
TOPEKA, KAS. — KANSAS CITY, KAS.
WICHITA, KAS.

October 21, 1927.

Reel Journal Publishing Co.,
Kansas City, Mo.

Gentlemen:-

Referring to our advertisement offering a certain two manual theatre pipe organ for sale at a special price of $4250.00, would say that this instrument was sold within forty-eight hours after the Reel Journal had been delivered. We had two opportunities for sales.

We think this is a very nice showing and illustrates very well the fact that the Reel Journal is read by theatre operators throughout this section.

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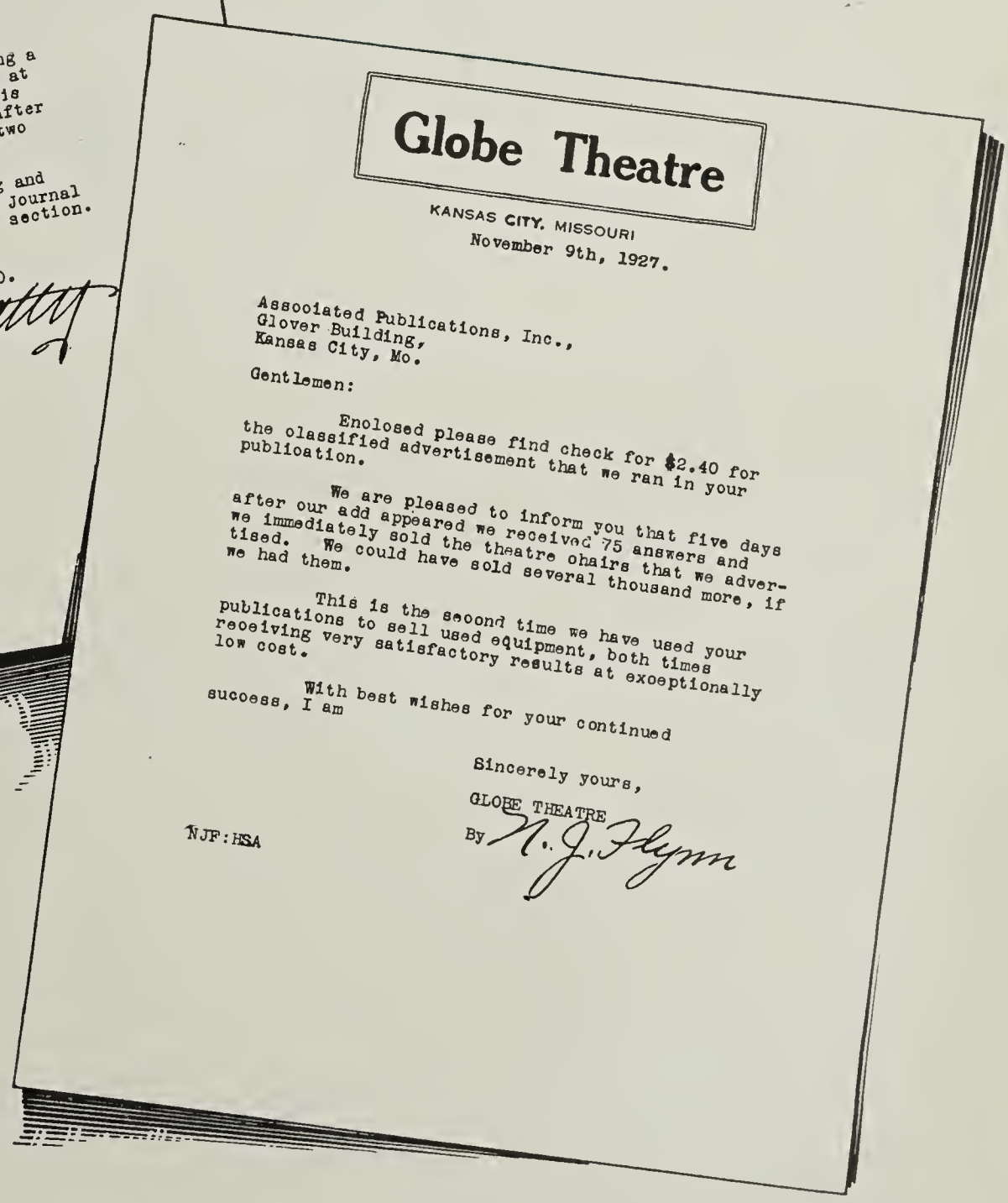
J. W. JENKINS SONS MUSIC CO.
By S. E. Beatty

SEB/G

What one of our publications will do is a good example of what the rest of our group can do.



Globe Theatre

KANSAS CITY, MISSOURI

November 9th, 1927.

Associated Publications, Inc.,
Glover Building,
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By N. J. Flynn

NJF:HSA

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PARAMOUNT NEWS

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MOVIE AGE

Volume VI — OMAHA, NEBR., MARCH 3, 1928 — Number 15

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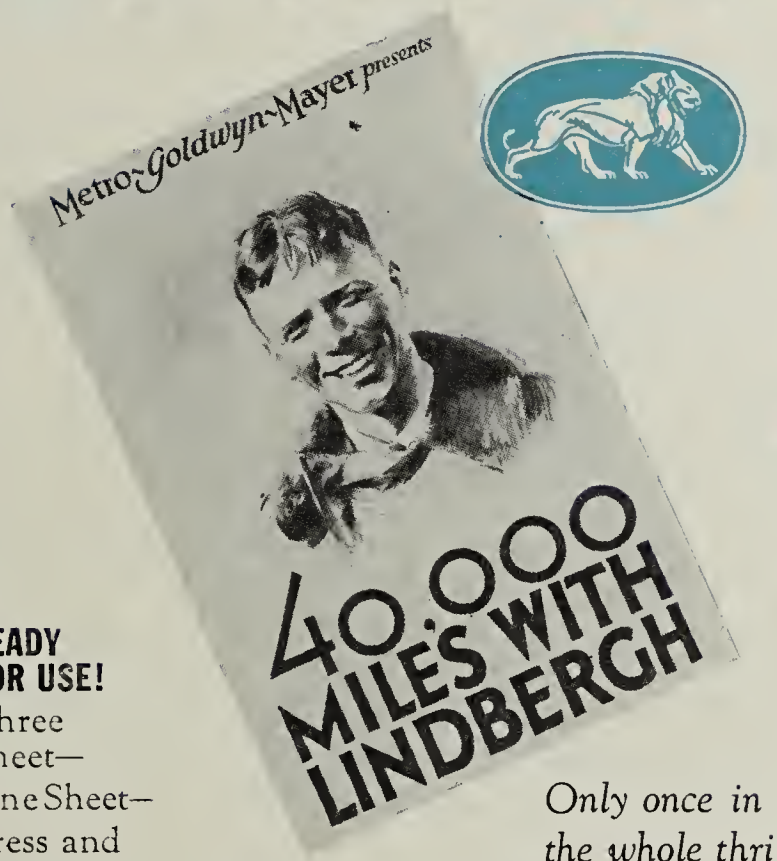

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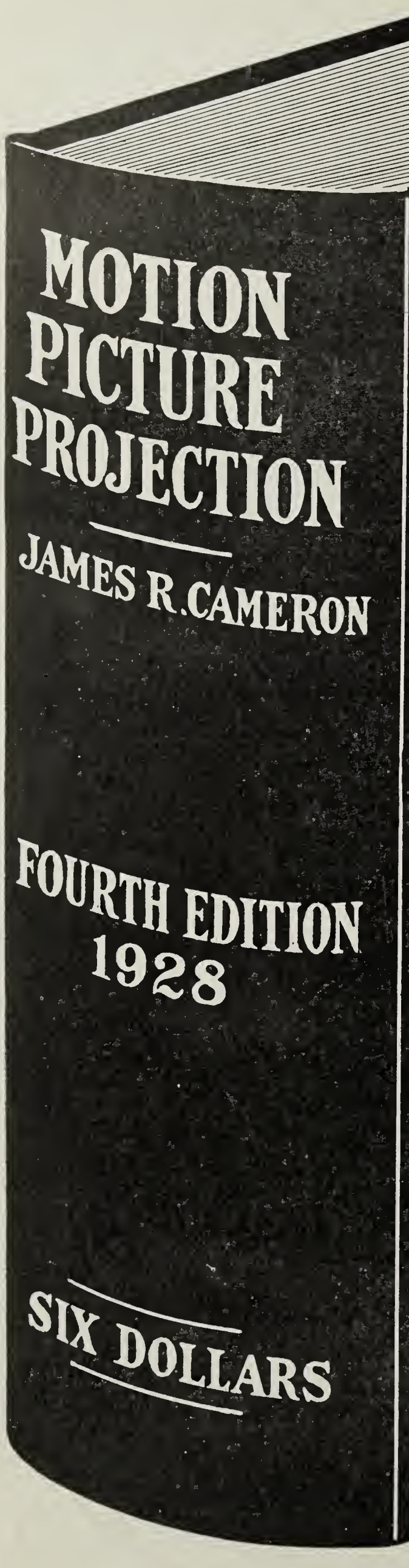
A Business Magazine for the Film Trade in Iowa and Nebraska



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Complete instructions and diagrams for the installation and operation of the various talking movie systems in use today, Movietone Vitaphone Phonofilm

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EDITORIAL COMMENT

What Will The New Season Bring?

By BEN SHLYEN

WITH May begins the new selling season . . . . or should we say buying season? . . . . in the motion picture industry. Practically all of the producers completed their 1927-1928 programs ahead of schedule and some have already started work on 1928-1929 product. It will be recalled that fewer pictures were produced this past season than were announced at its opening. While few definite production announcements have so far been made, and, too, while one or two companies have announced an increase in production schedule for this next season, we have every reason to believe that there will be fewer pictures made for 1928-1929 release than for any season in recent years. Fewer pictures and better pictures. That old slogan has been used so much that it is becoming ragged. However, we hope it will become a reality in 1928-1929.

The past year has seen this business go through many changes . . . . revolutionary changes. There has been an over-building of big theatres in the large cities and an under-building of modern theatres in the smaller towns. We believe that the peak of big theatre building has just about been reached and that the next development of real importance in this industry will come in the replacement of antiquated store-room shows by newer, modern structures.

The presentation and stage band craze has sent theatre overhead soaring endlessly upward and picture rentals away down. The public has been overfed on this type of entertainment and we believe exhibitors in many places are at last coming to their senses. Of course it would be dangerous to cut out presentations entirely, but gradually the transition will take place and pictures again will be the thing.

The picture, despite all of the fictitious value placed on stage act "names," has always been the drawing card. The picture will continue to be the business-getter and it is up to the producer to put into the picture the strength that it needs in story, cast and direction.

Talking films, not in the big houses alone, but in the very smallest ones, will show their greatest progress this next season. These productions are fast reaching near perfection and there is predicted for them a sensational record.

In the mad rush for volume, regardless of profit; for beautiful show houses, regardless of cost or upkeep; the great backbone of this industry, the "little fellow" has been sadly overlooked. He's been trampled on and abused and has been bearing the brunt of everything. There is a saying that there's no teacher like experience. And, granted that that is true, we look for the sad experiences that a number of producers have had this past year to have been a great teaching to them that will result in the full recognition of the little fellow and his problems as well as his importance to this industry; and that he will, at last, be given a "break."

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285

E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386

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Biggest World Crowds In 6 Years' History

On Sunday, February 19, the World Theatre of Omaha did what Manager Arthur Frudenfeld thought was well nigh impossible. It broke all records for business with a vaudeville show, Movietone, Vitaphone and photoplays. The record before this was held at the World by the show headed by "Two Black Crows."

The excursion from points along the Union Pacific railroad that Sunday was the second in the history of Omaha in the matter of a tie-up between a railroad and a theatre. The first one occurred on Sunday, October 16, when the Sun Theatre cooperated with the Burlington railroad in an excursion from approximately 55 towns along its southwestern line. The picture was "What Price Glory" and the Burlington not only pulled off an excursion to Omaha, but its representatives in each town billed the picture heavily.

Not only did the World Theatre break all of its Sunday records on the Sunday named, but it smashed all Saturday records.

A Correction

In last week's issue it was inadvertently stated that Gotham Productions had made arrangements with Mayer Monsky, of Liberty Films, Inc., for distribution in this territory. Phil Monsky, as otherwise noted, is the head of Liberty Films and the man with whom the deal was made.

Columbia Names Sampson As Manager at Omaha

Joe Brandt, president of Columbia Pictures, announces the appointment of George W. Sampson as manager of the Omaha office, with supervision over the Des Moines territory.

GEORGE W. SAMPSON

Mr. Sampson has had years of experience both in the exhibition and distribution end of the film business. He owned and managed several theatres in Detroit before joining Pathe as a salesman in 1917. He was promoted to manager of the Pathe Detroit office, and remained with the company in this capacity from 1918 to 1924.

While with Pathe, Mr. Sampson also won the national prize for office efficiency and sales in 1923.

Simultaneously with the above appointment comes word that Ralph Peckham has been appointed branch manager of the Columbia branch office at Des Moines and will operate under the direct supervision of Mr. Sampson at Omaha. Mr. Peckham also comes from Detroit, where he compiled an enviable record as branch manager of Producers Distributing corporation.

Norfolk House Closes

The Auditorium Theatre at Norfolk, Nebr., which was recently remodeled and opened under the management of A. W. Molkenhauer, will close March 4 and the building will be reconstructed for a commercial industry.

Service Theatre Supply Company

C. E. Jones, Mgr.
303 North 16th St.—Omaha, Neb.
Independent Distributors Motion Picture Equipment and Supplies

Pathe Starts Contest for Most Popular Girl

The Pathe office at Omaha is offering a handsome prize to the winner of the popularity contest for girls in the office, which will be conducted in connection with the play date drive throughout the months of March and April. Heretofore it has been the policy of the company to dedicate certain months to the branch managers, district managers, or some other executive, but the Omaha branch originated the idea of dedicating the contest to the office feminine personnel.

In this drive the exhibitors have the exclusive right to votes. A play date on any unit of service under contract or contracted for in March or April counts as one vote. The contest closes April 30 and the prize will be awarded Saturday morning, May 12. Everybody is invited.

Victory Theatre Burns

The Victory Theatre at Omaha, which is operated by C. E. Williams, M. P. T. O. president, was practically destroyed by fire last Saturday night. The fire started on the stage at about 1:30 a. m. and burned the interior as far back as the foyer. The organ was ruined beyond restoration and most of the seats were destroyed.

Liberty Films, Inc., has started out the "Crooked Path" roadshow and booked it in some of the best towns in the territory, such as Omaha, Sioux City, Des Moines, Davenport, Boone and Newton.

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TRADE LU-MI-NUS MARK

Consult Our Theatre Department

The theatre at Seymour that has been operated by Earl Hook for some time past is closed permanently on account of local business conditions.

* * *

Wiley Olstott, one of the owners of the Plaza at Ft. Dodge, who recently returned from the West, was in Des Moines a few days last week. The Plaza has been sold to Mr. Schultz who is now in charge of the theatre and the Lyric has been sold to Mr. Weise, a former owner. The Princess also is being operated three days a week by George Gilman, giving Ft. Dodge its maximum of six theatres again.

* * *

Harry Frankle, local manager for FBO, and Sherm Fitch, of Omaha, who has been acting as district manager, attended a sales meeting of the company at Chicago last Sunday.

* * *

Just "Another Nash" is a greeting often heard these days by Clyde Pratt, one of the old timers still working for First National. Clyde admits having had five Nash cars in two years. The cars have been either very bad or very good. It's hard to say, but Mr. Pratt is driving a new car again anyway.

* * *

F. W. Holt, of the Princess at Montezuma, spent Monday of this week visiting the film exchanges at Des Moines. Mr. Holt is another good road booster and looks for a big improvement in his business when the roads are paved and graveled.

* * *

Joe Stern, of the Exhibitors Poster Exchange, Omaha, spent several days in Des Moines this week establishing a branch in this city. This gives Des MoMines two well stocked poster exchanges.

* * *

Dr. Lassar, of Omaha, is working at the Exhibitors Poster Exchange, owned and operated by Joe and Meyer Stern in the building formerly occupied by the Standard Chemical company.

First National Team Holds Bowling Lead

First National holds first place in the Des Moines motion picture bowling league and FBO and Paramount remain in a tie for second place. Arthur Levy, Pathe manager, has passed his booker, Keith Roy, and is at the top on individual averages. Every team has played fifty-four games and the race continues with everybody going strong. Following are the averages:

Team	G	W	L	Pct.
First National	54	32	22	.593
FBO-Edu.	54	30	24	.556
Paramount	54	30	24	.556
Universal	54	29	25	.537
Pathe	54	26	28	.481
Metro-Goldwyn	54	15	39	.278

Individual Standings

Levy	170	Frace	144
K. Roy	169	Anderson	143
Reese	167	Miller	141
Thompson	160	Beatty	139
Raper	159	Palmquist	138
Turgeson	154	Seymour	136
Phillips	154	H. McGivern	135
Groves	154	Thomas	134
B. McGivern	154	Woods	130
Pratt	153	D. West	129
G. Malone	152	Frankle	128
Mamford	149	Krestek	126
Tilton	147	Sharpe	126
Winn	147	Zimmerman	122
Finter	145	Cordaro	121
Curry	145	Osserman	118
Evans	145	E. West	116
Stancell	145	McEwan	106

Drive Started For Iowa Theatre Owners

More interest is being manifested in the welfare of the Iowa Motion Picture Theatre Owners' association than ever before in its history. Everyone concerned wants to see a stronger and better organization and all exchange managers and salesman are taking an active part in the 90-day campaign which is just starting.

All managers, bookers and salesmen have been issued credentials authorizing them to collect the annual membership payment for the year 1928, and receipt for the money, turning it over to the secretary in its entirety. Three valuable prizes have been offered by the Des Moines Film Board to be given to the three men turning in the largest number of memberships during the period. The exchange managers are offering every assistance in this drive and seem to be sincere in their effort to help the organization.

The amount asked for dues this year is very small and should be a splendid investment for every theatre owner. About what any other insurance policy would cost and the association is able to furnish protection to all its members. The exhibitor arbitration committee, acting with the film board on all contract difficulties, will see that every member of the association gets a square deal. If nothing more is given to the member than the protection thus afforded, the money is well spent. The officers of the association will represent the members before the arbitration board and save them much time and money if they have a case before the board.

If the amount asked this year by the association is paid by a majority of the theatre owners of the state it will establish the organization in a way that will make it a credit to every member. Many exhibitors attending the last convention thought the dues should be much higher. The present officers wanted to try again to finance the work with a minimum amount and believe the theatre owners in the state will support them and their contention by paying freely the small amount asked.

EXHIBITORS—

Send in Your

Box-Office Reports

New Standard Contract Is Effective May 1; An Outline

Several Changes Made Believed Will Partially Solve Block Booking—Further Details Will Be Ironed Out at June Meeting

Adoption of the new standard exhibition contract, completed at the Chicago conference on February 21 after two weeks' deliberations, will become effective in the film industry on May 1. All details not completed by the Chicago conferees will be finished at a further session in June.

The new contract, made public by R. F. Woodhull and R. H. Cochrane, chairmen respectively of the unaffiliated exhibitor and distributor groups, includes the concessions made by distributors at the Chicago meeting, especially on block booking. Chief among the changes and provisions of the new contract are:

An exhibitor may cancel ten per cent of any block on payment of 50 per cent of the rental of pictures cancelled.

No short subjects shall be included in any block of features.

Protection will begin on the last instead of the first day of run.

Distributors must provide prints "suitable for exhibition."

Exhibitors are relieved from playing pictures not "generally released" during the life of the contract, unless the exhibitor gives written notice of his desire to play the picture, which then must be supplied within two years or the contract cancelled.

Protection is established during the life of the contract over any new theatres built in the zone for which the pictures are bought.

Only two pictures may be withdrawn from the block for roadshowing.

Salesmen are subject to discharge for violation of the code of ethics.

An exhibitor may hold the exchange liable for missouts caused by another exhibitor, who, in turn, is liable to the distributor for the damage involved.

The exhibitor is relieved of liability on prints damaged in transit.

Film damaged or destroyed is to be paid for at actual replacement cost, instead of the arbitrary figure of four cents per foot.

The exhibitor shall not be required to play any picture, substitutions to which have been made so that it does not correspond to the identifying description, as concerns star, director, or specified story or play, although distributors retain right to change titles and make alterations, changes in or adaptations of the book or play specified.

The exhibitor must not cut pictures, except newsreels, without written or telegraphic approval of the distributor, and must adhere in advertising to the form of announcement contained in the distributor's advertising matter.

Distributors are fined an additional ten per cent of the award, for every month which elapses following their failure to comply with the award. This is the only change in arbitration rules.

Exhibitors are relieved at the discretion of the arbitration board from playing pictures religiously or racially offensive.

M-G-M Foreign Film Representatives Adjourn

A farewell banquet at the Hotel Astor, New York, on Tuesday evening, Feb. 21, marked the conclusion of a week spent by Metro-Goldwyn-Mayer film representatives from all parts of the world in exchanging ideas on sales and distribution methods.

The convention was the first of its kind to be held specifically in the interests of foreign film workers. Practically every country where American pictures are being released was represented at the gathering.

Among the prominent foreign sales chiefs who were present were: David Lake, Australia; Benjamin Fineberg, Brazil; George Forman, Chile; P. M. Gonzales, Porto Rico; Raoul LeMat, Sweden; Allen Byre, France; J. C. Squier, England; George Fatt, Guatemala; T. N. Neilson, Denmark; P. N. Brinch, Germany and Central Europe; F. L. D. Strengholt, Holland; J. J. Letsch, Belgium and Switzerland; F. Curioni, Italy; David Lewis, Spain; Louis Goldstein, Cuba; A. L. Kalb, Mexico; and H. Gunderloch, France.

Role for Eleanor Boardman

Eleanor Boardman, who has the feminine lead in "The Crowd," King Vidor's new feature, which will be released generally, will have the leading feminine role in "Diamond Handcuffs."

Straw Votes Started With Showing of "Kid"

After staging a straw vote among movie fans at the Mark Strand Theatre on Broadway revealing Governor Alfred E. Smith to be the popular choice for president among New Yorkers, First National announces that in conjunction with the showing of "The Patent Leather Kid" it is extending this straw vote to theatres in other territories of the United States.

The balloting in New York was conducted over a period of one week during the presentation of the Richard Barthelmess special. Governor Smith piled up 28,684 votes, as against a grand total of 1,153 for all other Democratic candidates listed on the ballot. Secretary Hoover was the winning candidate on the Republican side, rolling up 7,250 votes.

The final results of the voting for the week are announced as follows:

Democratic

Senator Walter F. George (Ga.)	129
Senator James A. Reed (Mo.)	548
Governor Alfred E. Ritchie (Md.)	349
Senator Joseph T. Robinson (Ark.)	127
Governor Alfred E. Smith (N. Y.)	28,684

Republican

Senator Charles Curtis (Kan.)	108
Vice-President Charles G. Dawes	2,350
Secretary Herbert Hoover	7,250
Ex. Gov. Frank Lowden (Ill.)	211
Senator Frank B. Willis (O.)	48

While neither President Cooldige nor Secretary of State Hughes appeared on the straw ballots their names were written in by some of the movie fans, the former receiving a total of 527 votes and the latter polling 96.

Plan All-Star Farce

Universal has purchased an original by Lewis Allen Brown and Alan Crosland entitled "Why Announce Your Marriage?" It will be used as an all-star farce feature to be directed by Ernst Laemmle, who has just completed "Phyllis of the Follies," with an all-star cast including Matt Moore, Alice Day, Lillyan Tashman and Edmund Burns. "Why Announce Your Marriage?" will be a fast-moving farce of the same character.

Producers Ready to Scrap Block Booking

C. C. Pettijohn, general counsel for the Hays organization, testifying this week in Washington at the hearings on the Brookhart bill, denied that a monopoly exists and declared that the producers were willing at any time to scrap block bookings for a new plan of distribution of films if it can be shown to be feasible.

Sidney R. Kent, vice-president and general manager of Paramount, was on the stand at the committee hearings Thursday. He suggested the selling of pictures on a percentage basis as one way out of the industry's many difficulties. He also declared that the insane competition in building theatres was the industry's worst evil.

The committee hearings on the Brookhart bill were carried over into Friday.

Lon Young Resigns To Enter Production Field

Lon Young, who for the past three years has been director of advertising and publicity for Lumas Film corporation and Gotham Productions, has resigned, effective March 3.

Mr. Young will transfer his activities to the production end of the business, with which he has had considerable experience, and will for the ensuing year divide his time between Hollywood and New York. He leaves for Hollywood about March 5 to become production supervisor for the Chesterfield Motion Picture Corp. He is to make twelve pictures for them, the first "Claws of Fate," of which he has written both the story and continuity. He expects to return to New York in May with three pictures. Chesterfield formerly released through Pathe and that arrangement may be continued.

Lon Young has a wealth of all around film experience which should prove of great practical value in his new connection. His first film connections date back as far as Paul of London and Lumiere of Paris. After several years in the exhibiting end of the industry he joined Fox as its first exploitation representative. Then he was connected for several years with Select and Selznick, leaving there upon dissolution of this firm to take charge of advertising, publicity and exploitation for Warner Bras.

He joined Gotham productions as Eastern production supervisor and made "Little Girl In a Big City" and "The Police Patrol."

Gigantic Mergers Almost Daily Routine in Industry

With Keith-Albee-Orpheum Buying Into FBO and Fox Apparently About To Acquire Stanley, Important Changes Are Forecast

The map of the motion picture industry is changing almost daily, based on one large deal consummated within the past week and apparently well-founded romors of another transaction which will be the largest transfer of interests in the history of filmdom.

Official announcement was made in New York the first of this week that the Keith-Albee-Orpheum interests had acquired a substantial interest in FBO Pictures Corporation. Under this arrangement, the directors of FBO will embrace the combined interests of four large organizations—Joseph P. Kennedy and associates, the Keith - Albee - Orpheum group, the Radio Corporation of America and the General Electric company.

By this transaction, nearly 700 theatres in the United States and Canada are brought together. It is a further step in the formation of a nation-wide theatrical organization, which began in the recent consolidation of the Keith-Albee-Orpheum vaudeville and motion picture interests. Mr. Kennedy assumed control of FBO two years ago, coming from the banking field, and since that time has been working to expand that organization. One of his most recent moves was an arrangement with the Radio Corporation and General Electric, whereby an interest in FBO was purchased, in order to tie up with developments in the field of talking movies.

Although the deal is not consummated, it is now regarded as definite that the Fox Film Corporation will shortly secure control of the Stanley Company of America, which includes not only the 270 theatres owned and operated by Stanley, but also a controlling interest in First National. With the completion of the Fox-Stanley deal, the Fox theatre properties will total over 600 houses, among them some of the finest in the country, with a value of more than $300,000,000. This is regarded as the largest individual transfer of interests in the history of the industry and follows Fox's recent acquisition of the Wesco theatrical interests.

Purchase of Stanley control brings under the Fox banner theatres in the District of Columbia, Connecticut, Delaware, New York, Pennsylvania, New Jersey, Maryland and western Virginia, with individual properties located in 78 cities, including Hartford, Albany, Washington, Baltimore, Atlantic City, Newark, Camden, New York City, Erie, Scranton and Philadelphia. In Philadelphia Stanley has 77 houses in operation and two are under construction.

Fox took the first step toward control of First National in his purchase of the control of Wesco, which brought in 28 per cent of its capital stock. Then acquisition of the Finkelstein & Rubin interests swelled the total to 33 or 34 per cent of First National's stock. Stanley is reported to own between 25 or 30 per cent of First National's stock, thus giving Fox a sufifcient margin of 51 per cent or more of the 60,000 shares of outstanding stock.

With the consummation of the Stanley deal, the Fox interests will be the largest single group in the industry.

"Sporting Age" First Columbia March Release

"The Sporting Age," drama of a woman's desperate fight to recapture the romance of her youth, is Columbia's first March offering.

This new production marks Belle Bennett's debut on the Columbia program. It presents Miss Bennett in a role entirely different from any she has essayed before.

An authentic railroad wreck, some thrilling airplane shots, stirring horse racing and speeding automobile sequences are some of the highlights of the production. Holmes Herbert, Carroll Nye, Josephine Borio and Edward Davis are in the supporting cast.

Ten "Uncle Tom" Films Will Be Road Showed

Ten road companies of "Uncle Tom's Cabin," the Universal super-production, will be under way by midspring. Three companies already are in operation. Others will be pushed out as fast as they can be formed and prepared for tour, according to Wayne Pierson, the head of Universal's road show department.

"Uncle Tom's Cabin" will be released for general showing on September 1.

Phil Monsky Takes On Gotham Productions

Phil Monsky, of Liberty Films, Inc., has completed arrangements for handling the entire output of the Gotham Productions, Inc., for the states of Iowa and Nebraska.

PHIL MONSKY

Mr. Monsky is one of the best known exchange men in this territory, having been in the film business for fourteen years, six years of which time he was with Fox and eight years in his own exchange, the Liberty Films, Inc. He is one of the most thorough independent men in the Middle west. Liberty Films' success in the independent business is due to the fact that Mr. Monsky at all times makes it a point to keep the exhibitors sold after he has made a sale, and his showmanship ability is brought forth in his faculty of always tying up with the real box office winners, his exchange having released such pictures as "Birth of a Nation," "Intolerance," "Hearts of the World," "Capital Punishment," "Plastic Age," and more recently the Dempsey-Tunney fight films.

In an interview with Mr. Monsky he said that he believes in the feature "Bare Knees," which glorifies the flapper. He has a picture that will create the same kind of returns as "Plastic Age," being a similar picture. He has also screened "San Francisco Nights," another of the new Gotham pictures, which is a melodrama good enough for the best. Mr. Monsky is very enthusiastic about this new connection with the Gotham Productions and is of the opinion that it is in keeping with the real progress and success of his exchange.

Nebraska, City, Neb.—Work of rebuilding the Empress Theatre, damaged by fire several weeks ago, is under way, according to James Welch, contractor.

BRIGHT BITS *and* NEWSY NOTES

John Wolcott, who operated the Uncle John Theatre at Davenport, Neb., called at the exchanges last Monday.

* * *

Alvin Seiler, director of engineering of the National Theatre Supply Co., at Chicago, spent part of last week at the Omaha branch.

* * *

Fred Rogers, of the Electrical Research Corp., spent last Monday and Tuesday in Omaha in the interest of Movietone.

* * *

Earl Miller of Dunlap, Ia., has taken the management of the Denison, Ia., Opera House which was formerly managed by Peter Krauth, who resigned recently. Mr. Krauth has been the only manager of the house since it was built.

* * *

With the coming of "Seventh Heaven" to the World at Omaha, vaudeville has been cut to one act to accommodate the picture which is not only lengthy but is rich in entertainment.

* * *

Ruth Kennedy, daughter of H. F. Kennedy, Broken Bow exhibitor, underwent an operation recently in Omaha.

* * *

J. C. Miller of the Moon Theatre at Otoe, Nebr., called on the exchanges last week.

* * *

Paul Spor, master of ceremonies at the Riviera at Omaha, has won his way into the hearts of the Riviera patrons. It is no difficulty to learn why he has the title of "Prince of Pep" after seeing him perform.

* * *

It's hard to get the details of the match between the Paramount men and the Francisco women bowlers, possibly because the men were beaten so badly that they forgot how much.

WHO'S WHO IN LOCAL FILM CIRCLES

M. W. KORACK

On the exhibitor's side of the industry Omaha has some popular men in the territory. M. W. Korack, who manages the Rialto Theatre, has had experience as a director, producer and exhibitor.

In 1919 Mr. Korack came out on the battle lines and took his place with Bradly Feature Films as assistant director, at the time when Bill Desmond, Martha Mansfield, and Marguerite Marsh were at their zenith. For a year he was with the producers, during which time he also assisted in the writing of continuity with Edmond Goulding. The following two years were spent in Cleveland, Ohio, with the Plain Dealers' screen magazine. At that time Mr. Korack made a trip into Canada to get scenes from the paper mills, tracing the process of manufacturing of paper.

His next experience was in the exhibitor's ranks at Cleveland, where he was assistant manager of the Hippodrome Theatre for three years, prior to being appointed district manager over five houses with headquarters at Akron. 1927 brought him to Omaha, where he took his place as manager of the Rialto.

On January 1, Mr. Korack was married and started out the new year right. A little later he won a beautiful chest of silver from Mary Pickford for putting on the cleverest exploitation with the showing of "My Best Girl." Although in Omaha scarcely a year, he has developed a host of friends because of his pleasant personality and square business tactics.

Monsky Handling Go-Pony

In an interview with Phil Monsky of Liberty Films, Inc., also the distributor for the Gotham Productions in the states of Iowa and Nebraska, he advises that he just made a deal for the exclusive territorial rights for the Go-Pony in the states of Iowa and Nebraska.

The Go-Pony is a pony that actually gallops as it rocks, one of the most unusual novelties ever offered to the theatrical trade. Mr. Monsky advises that the theatres in the states of Iowa and Nebraska will be able to ride to success with this most unusual novelty and every child for miles around will be talking of the Go-Ponies.

It is the intention of Liberty Films, Inc., and Mr. Monsky to have Go-Pony races staged in the various theatres throughout this territory.

Benkelman, Neb.—The new Zorn Theatre was opened to the public last week.

Columbia Adds Players

Four members have been selected by Columbia Pictures to support Bessie Love and Johnnie Walker in "The Matinee Idol." Lionel Belmore, Sidney D'Albrook, Ernest Hilliard and David Mir, the four new additions, will have prominent roles in this story of tent-show and Broadway stage life, now in its second week of production.

TIFFANY-STAHL PRODUCTIONS, *INC.*

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N-E-W-S B-R-I-E-F-S

Arch Selwyn has bought the American and Canadian rights to "Dawn," the picture showing the life and death of Edith Cavell, the English nurse executed during the war. The film has aroused a great deal of protest in Germany.

* * *

Mayor Jimmie Walker of New York is reported to have turned down the presidency of the Stanley Company of America. The salary was said to have been $125,000 a year.

* * *

Universal is sending out ten road show companies with "Uncle Tom's Cabin." Three companies are now out on the road. The picture will be released for general showing September 1.

* * *

Belle Bennett will return to the United Artists lot to take a prominent role in "The Battle of the Sexes," under the direction of D. W. Griffith.

* * *

Arthur Lake has been selected to play the title role in the picture based on the well known comic strip, "Harold Teen." First National has chosen Alice White, Jack Duffy and Lucien Littlefield for other roles in the cast. As yet nobody has been chosen to play the role of a cross-eyed boy. It looks like a good chance for a junior Ben Turpin.

* * *

Universal will make a third series of the "Collegians," according to reports. The new edition will have the same cast of George Lewis, Eddie Phillips, and Dorothy Gulliver. Production will begin as soon as George Lewis completes his role in "Give and Take."

* * *

The first motion picture star and one of the newest arrivals will be seen in "Walking Back," a forthcoming Pathe release. Florence Turner, a real pioneer of the old Vitagraph company, will portray the role of the mother of Sue Carol, one of the most recent stars.

* * *

After being banned for two years, "The Last Laugh" has been admitted into Toronto. The picture was rejected by the censors because it was made in Germany. England let down the war bars two years ago but Toronto censors still refused to allow the picture to be shown. Emil Jannings is the star. It is being distributed by Universal. The film originally was made without titles.

The Drama League of America is seeking a fund of $1,000,000 with which to save the spoken drama from extinction by the films. The league reports that there are now only 40 theatres in the United States devoted exclusively to legitimate plays and musical comedy; in 1910 there were 1,500 outside the metropolitan centers. Through the fund the league hopes to better the situation of the legitimate theatre and encourage amateur efforts.

* * *

The bull fights are losing their popularity in the City of Mexico, according to the tax reports on amusements. Moving pictures are leading in patronage, dances come second in popularity, and the bull fight ranks a poor third.

* * *

Dolores Del Rio has been awarded the Wampas achievement trophy, emblematic of her choice by the public as the star who had made the greatest strides in screendom during 1926 and 1927. Her selection was arrived at by counting the votes of more than 200,000 film fans throughout the country.

* * *

Lew Cody and Mabel Normand have come to the parting of the ways. Miss Norman has filed a suit for divorce.

* * *

Charles Ray is reported to be living in poverty in New York. There was a time when Ray's fortune was estimated at a million dollars, but he has lost it all. Ray blames casting in the wrong kind of roles for his downfall. He has hopes of recovering his popularity.

* * *

Collective buying of studio equipment will save the studios $2,000,000 a year, according to a plan being worked out by Will Hays.

* * *

Warner Bros. have started on the first picture to be made entirely with Vitaphone. There will be fifty speaking parts.

* * *

Polly Moran has been signed to appear in support of Max Davidson in Hal Roach comedies for M-G-M.

* * *

Camera work has been completed on "Turn Back the Hours," a new Gotham production.

* * *

Pathe won the second successive basket ball championship in the New York movie league recently.

* * *

"Captain Ferreol," working title for Adolph Menjou's latest for Paramount, will be released under the title of "Code of Honor."

* * *

George Lewis, star of Universal's "Collegian" series, will be married March 23. He will marry a non-professional.

* * *

Joseph P. Kennedy, president of FBO, became a father for the eighth time February 19.

* * *

William S. Hart is planning to release some of his early successes through the state right market. Negotiations are under way for distribution.

* * *

Tom Mix was injured in the shooting of the last scene of his last picture for Fox. Two ribs were broken and many bruises were received. He will be confined to his home for 10 days.

* * *

Al Christie is using his option on Jack Duffy and has signed the comedian for a series of eight pictures during 1928-29.

* * *

Harry Langdon's next comedy for First National will have a war back ground. No title has been set as yet, although production began March 1.

* * *

William Sangster laughed himself to death while watching a comedy in a Toronto theatre on February 16.

* * *

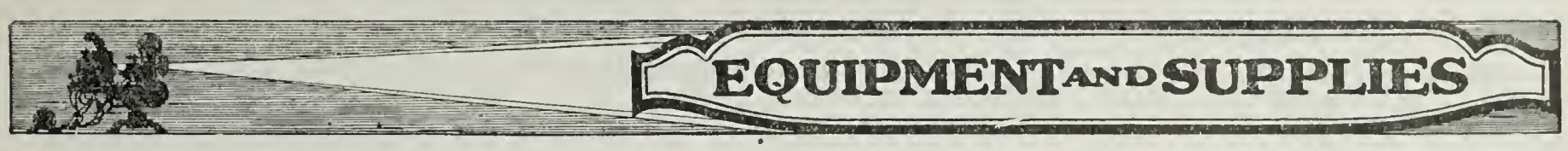
Movie picture theatres have given permanent employment to 125,000 persons since 1919, according to the Department of Commerce.

* * *

Red Grange and Walter Hiers will start out on an Orpheum tour in the near future.

Brenon Engaged Again

Herbert Brenon has returned to his home in New York from the West Coast, after completing "Laugh, Clown, Laugh." He will make another picture for Metro-Goldwyn-Mayer, according to an announcement by Louis B. Mayer. The story has not yet been definitely selected.



Using Incandescents In Filming Late Pictures

"Kleigl eyes" soon will be joining hoop skirts, five-cent cigars and correct grammar in limbo. For the first time in Hollywood film history a feature production is to be photographed with incandescent lights, the common house variety increased in candle power.

Henry King announces that all of Norma Talmadge's next United Artists picture, "The Woman Disputed," will be filmed with incandescent lamps instead of Kleigl lights. He prophesies that incandescent lighting will be used for all motion pictures before the end of the present year. This superiority, he says, lies in the fact it affords definition not possible with Kleigls, which tend to throw large masses into black and white with few intermediary tones.

King sums up the advantages of incandescent lighting in these words: "Greater quality; easier on performers because the arc glare is eliminated; a soft, natural effect and a modulating quality and third dimension, heretofore foreign to photography; one-fourth the current expense; a tremendous saving in the hire of electricians, because one man can handle a battery of forty incandescent lamps where the Kleigls each require an expert electrician."

That the new form of light is growing popularity is seen in the increased use of incandescents in "shooting" close-ups. Every studio now has a battery of these lamps for that purpose. King believes that they will be used in every phase of motion picture photography within the year.

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Manless Orchestra Is Developed for Theatres

Development of a "manless" orchestra devised for small theatre use is under way by W. D. Smith, inventor of the device. The invention consists of regular orchestra instruments to each of which is attached a reproducing unit. On the string instruments, the unit is attached to the different strings, while the units on the wind instruments are attached to the mouthpieces.

With the instruments connected with an electrical power amplifier the principle of resonance or sympathetic vibration makes each instrument respond to tones played by its counterpart in the original band.

The instruments may be connected to a radio set, electrically reproducing phonograph or a pickup device attached to the phonograph.

The inventor claims no instrument has been produced which is superior to the cone loud speaker for reproduction of the human voice, and that 100 per cent fidelity in orchestral music might only be secured if every instrument in the original were represented by its counterpart in the reproduction "orchestra."

Use Gold Leaf for Incandescent Reflectors

Something new in the science of lighting motion picture sets has just been tried out by Fred Thomson and found to be satisfactory. It is the use of gold leaf as a reflecting element behind 1,000, 1,500 and 2,000 watt incandescent bulbs.

In recent experiments it has been found that panchromatic negative is necessary. This film is especially sensitive to yellow light and cameramen use filters over their lenses. For some time Mr. Thomson has used the same colored filters directly in front of lights of all kinds, as he has found the softened light is more comfortable for the eyes of the players.

While making "The Sunset Legion," his latest Paramount picture, he decided to experiment with incandescent bulbs. He enclosed these in the usual reflectors, but covered the regulation silver surface with gold leaf and frosted the side of the globe facing the set. This made all the light gold colored. It was found that the gold increased the intensity of the light without causing any discomfort among the players, and at the same time gave splendid photographic results.

Four Pictures Under Way At the DeMille Studio

Four productions are now in photography at the DeMille studio for Pathe. The most important of these is "The Godless Girl," which Cecil B. DeMille is directing personally with a cast which includes Lina Basquette, Marie Prevost and Noah Beery.

William C. DeMille is well along in the production of "Tenth Avenue," with a cast including Phyllis Haver, Victor Varconi, Joseph Schildkraut and Robert Edeson.

Rupert Julian and his "Walking Back" company are spending most of their time traveling back and forth to the Oakmont Country club, racing along Ventura boulevard, staging automobile wrecks and fighting with a bunch of crooks in a garage. The cast is made up of youngsters, including Sue Carol, Richard Walling, Ivan Lebedeff and Arthur Rankin.

The newest picture to start is "The Cop," with William Boyd and Alan Hale in the leading roles.

Bowers Has "Crime Hound"

A "crime hound" is the latest conception of Charley Bowers, inventor of the Bowers process of photography, who is producing the series of two-reel novelty comedies for Educational. The new animal, who is an ally of Bowers in his role of a policeman in a comedy now in production, has a gimlet nose, a prehensile tail and suction feet. These odd feet enable him to walk on ceilings and up the side of a wall. The Bowers process imbues the strange canine actor with life, and its actions on the screen are both startling and unusually funny.

Le Roy Signs Up

Mervyn LeRoy has signed a new long-term contract with First National. This is the outgrowth of his direction of "No Place To Go," "Flying Romeos" and "Harold Teen."

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING FEBRUARY 25

MOON

Wolf Fangs, (Fox), Caryl Lincoln, Charles Morton.

BUSINESS: Very good.

AUDIENCE REACTION: Good.

SUMMARY: A beautiful romance of a forest ranger and a mountain girl. Thunder, the dog, takes an important part.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Blake of Scotland Yard No. 9, M-G-M comedy, "Sugar Daddies."

ORPHEUM

Man Crazy, Dorothy Mackaill, Jack Mulhall.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: Adapted from the story "Clarissa and the Post Road." Dorothy as Clarissa, the daughter of an aristocratic New England family, and Jack as the truck driver meet and produce a good light comedy romance.

ENTERTAINMENT MERITS: 80 per cent.

RIALTO

Jazz Singer, (Warner), Al Jolson, May McAvoy.

BUSINESS: Still very good (third week).

RIVIERA

Last Command, (Paramount), Emil Jannings, Evelyn Brant.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: Demonstrating that a tragedy may be a success if properly conducted. The story opens with Jannings as a movie extra, then reverts to scenes of the Russian revolution in which the extra had figured as a powerful general.

ENTERTAINMENT MERITS: 90 per cent.

SUN

Chicago, (Pathe), Phyllis Haver, Victor Varconi.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Adapted from the stage play by Maurice Watkins. The flapper wife and murderess is played up to the point of heroism by newspaper sensationalism, then finds herself cast off when the sensation is over.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Our Gang comedy, Heebee Jeebes.

WORLD

London After Midnight (M-G-M), Lon Chaney, Marceline Day.

BUSINESS: Very good.

AUDIENCE REACTION: Pretty good.

SUMMARY: Chaney as a Scotland Yard detective solves an amazing plot by using hypnotism. Chaney wears a series of uncanny disguises.

ENTERTAINMENT MERITS: 85 per cent.

AT DES MOINES THEATRES WEEK ENDING FEBRUARY 25

CAPITOL

The Latest from Paris, (M-G-M), Norma Shearer.

BUSINESS: Excellent.

AUDIENCE REACTION: Pleased.

SUMMARY: A story very much like "Silk Stockings," one that will please the average audience because of the clever star.

ENTERTAINMENT MERITS: 85 per cent.

DES MOINES

The Gaucho, (United Artists), Douglas Fairbanks.

BUSINESS: Very good.

AUDIENCE REACTION: Excellent.

SUMMARY: An excellent vehicle for Fairbanks, giving him a chance to perform in his own athletic manner. Good story and plenty of action.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

Woman Wise, (Fox), June Collyer, Wm. Russell.

BUSINESS: Excellent.

AUDIENCE REACTION: Very pleasing.

SUMMARY: A very pleasing comedy-drama that should entertain most any house.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Quality Street, (M-G-M), Marion Davies, Conrad Nagel.

BUSINESS: Fair.

AUDIENCE REACTION: Not so good.

SUMMARY: A fairly good picture made from an uninteresting story by James Barrie. A little too slow for the modern youth of today.

ENTERTAINMENT MERITS: 70 per cent.

CURRENT RELEASES

(Week of March 4, 1928)

EDUCATIONAL

Felix in Japanicky, Felix, (1).
Mother Bird, Curiosities, (1).
Visitors Welcome, Johnny Arthur (2).

FBO

Little Buckaroo, Buzz Barton, (5).
Red Riders of Canada, Patsy Ruth Miller, (7).
Mickey's Little Eva, (2).
Happy Trio, Fat Men, (2).
Newslaff, No. 15, (1).)

FIRST NATIONAL

Mad Hour, Allan Dwan, (7).

HOME STATE

The Son and the Man, Gladys Brockwell, Rayart, (6).
The High Flyer, Reed Howes, (5).
San Francisco Nights, May Busch and Percy Marmont, (6).
Desert Vultures, Art Mix, Western, (5).

PARAMOUNT

Old Ironsides, Wallace Beery, (8).
Behind the Counter, Edward E. Horton, (2).
Koko's Smoke, Inkwell, (1).

METRO-GOLDWYN

The Crowd, Eleanor Boardman, (7).

PATHE

Man Without a Face, No. 8, (2).
County Fair, Fable, (1).
Marlie the Killer, Klondike, (5).
Smith's Farm Days, (2).
Fighting Relatives, Snub Pollard, (1).
Season to Taste, Grantland Rice, (1).

TIFFANY

Nameless Men, Antonio Moreno, (6).

UNIVERSAL

Love Me and the World is Mine, Mary Philbin, (8).
Surrender, Mary Philbin, (8).
Rival Romeos, Oswald, (1).
Newlywed's Success, Snookums, (2).
Indoor Golf, Jones Family, (2).
Madden of the Mounted, Jack Perrin, (2).

UNITED ARTISTS

The Dove, Norma Talmadge, (8).

PICTURE NEWS *Told in Pictures*

Charles Lamont, the director, and "Big Boy," the Educational star. Where will the well-dressed man wear his waist line? That seems to be the problem about to be settled by the pair as they prepare to shoot a scene for "Shamrock Alley," the youngster's second contribution to Educational's 1928 program. Speaking of shooting, judging by the look in this boy's eye, there might be a pipe-smoking director missing if he had a gun handy.

Columbia Pictures chose six beauty contest winners for the chorus supporting Helene Chadwick and John Patrick in the production "Stage Kisses." It doesn't seem reasonable that theatrical osculation would go amiss with any of these misses, eh what?

Bert Lytell does not appear to be greatly aloof in this scene with Evelyn Brent from "Women's Wares," the Tiffany-Stahl production. Bert has long been a screen favorite and Evelyn is in greater demand these days than ever.

Sailing on the Aquitania for England the other day, Monty Banks, Pathe movie comedian, filmed his friends who were at the dock to bid him farewell. Monty, famed for the risks he takes to make comedy thrills, will make pictures abroad for several months.

"Wild Geese," filmed by Tiffany-Stahl from Martha Ostenso's prize-winning novel, has broken many theatre records for crowds in recent weeks. It gives Belle Bennett one of her greatest roles. Others in the cast are Russell Simpson, Anita Stewart, Donald Keith and Eve Southern.

Competition in Omaha filmdom reached a high point recently, with other theatres running big attractions and displaying banners, streamers and flags. So Manager W. M. Korack of the Rialto decided that something different was necessary to attract public attention to the showing of "The Jazz Singer."

The above float was decked out and paraded through the streets. It was partly responsible for the fact that this Al Jolson attraction played to half of the population of the Nebraska metropolis. It was held over for three weeks and broke all house records for attendance, heavy business continuing strong until the last day.

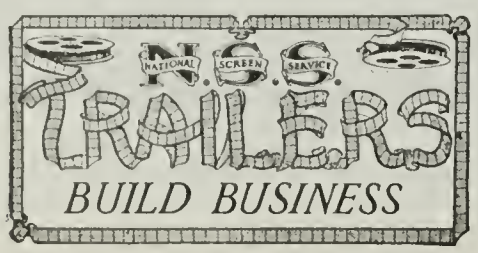
The Union Pacific system ran excursion trains to bring in out-of-town patrons, the ticket agents of the railroad cooperating with publicity for the picture.

Boosts "Student Prince" In University Town

Metro-Goldwyn-Mayer's "The Student Prince" was given a strong campaign by Manager A. P. Desormeaux of the Strand Theatre, Madison, Wis. An M-G-M exploiteer assisted the manager of the theatre in arranging a suitable campaign for its run in this town.

The manager secured two window displays of phonograph records. One with the Hooks Music Co., played numbers of "The Student Prince" on the panatrope and then sent it out over the Magnavox where same could be heard by the people passing in that block. Also loaned a panatrope for the theatre and when the drinking song scene came on the screen the same was played, giving a very fine effect.

The day before the opening a stencil was made where it appeared on all the sidewalks on the corners of Madison. Stencil read as follows: "The Students are back and 'The Student Prince' is at the Strand." The police department put in a kick on Saturday and the same had to be removed off the walks but it was on till around noon of the opening day.



Lobby Full of Doves Exploits Talmage Film

When Norma Talmadge in "The Dove" had its Dallas, Tex., premiere, the lobby of the Texas Theatre resembled an aviary. As an exploitation project, live doves were accepted as the price of admission to this picture, and as they were brought in the birds were assembled in cages in the lobby, where they were fed and watered and where they were viewed by an admiring public.

A feature of this stunt was the double admission awarded to each flawless white dove, while the doves of mixed colors were good for only a single admission.

First National Buys "Squall"

Having acqquired screen rights to "The Squall," the Broadway stage success, First National Pictures is to give it an elaborate production, with splendid scenic backgrounds and an exceptionally powerful cast. This play ran for a year in Manhattan. It is laid in Spain, with a fiesta as the colorful atmosphere and the central figure is that of a young peasant girl whose entry into a sedate Castilian household is the cause of a veritable tornado in domestic life.

Arvid Gillstrom to Europe

After directing 10 of this season's 36 Paramount-Christie comedies, Arvid Gillstrom has gone to Europe for a vacation of two months. Besides his Christie comedy work, Gillstrom directed "The Legionnaires in Paris," and "Clancy's Kosher Wedding" for FBO. Gillstrom's contract with Christie has been renewed.

Picture Show Owners

We are not bragging but Burch Popcorn Machines average in sales from two to three cents per head of attendance with a 400% profit on eighty cents on every dollar. Statistical sheets from theatres everywhere showing attendance gross sales and profits mailed on request.

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The PICTURE GUIDE

Little Tips on New Pictures

Finders Keepers

Distributed by Universal.
STAR: Laura La Plante.
SUPPORT: John Harron, Edmund Breese.
TYPE: Mystery comedy from the story by Mary Roberts Rinehart.
TIME: 1927.
LOCALE: An army camp.
LENGTH: 6 reels.
SYNOPSIS: Barbara, Colonel Archibald's daughter and god-mother of an army regiment, has reluctantly accepted rings from each of her many admirers. Carter Brooks, a buck private, falls in love with her at first sight. Carter's timid pal has to change clothes with Barbara so she can be near Carter when his company leaves for Europe. A series of comic situations follow in which she eventually gets caught by her father. In the meantime she loses her many rings, and they are found by the colonel, who tells her in an anonymous letter to meet him. She gets Carter to go with her, and they scuffle with the man, not knowing it is their father. Barbara finally handcuffs him to Carter, and just as they discover who it is, the order comes for them to entrain. She demands her father's promise to let her marry Carter if she frees him. The chaplin ends it with a happy ceremony.
HIGHLIGHTS: The laughs, mystery, and a splendid background of an army camp.

Nameless Men

Distributed by Tiffany.
STAR: Antonio Moreno.
SUPPORT: Claire Windsor.
TYPE: Underworld drama.
TIME: Present.
LOCALE: An American city.
LENHTH: 7 reels.
SYNOPPSIS: Bob is sent to jail and is given as a cell mate a young man named Hughie. They become pals and Hughie tells Bob to look up Blackie when he is released. Bob looks up Blackie in a cabaret and there is friction at once over a girl. They go to a nearby town where they meet Mary at a hotel desk. Again friction arises between the two men over the girl. Hughie arrives and Bob learns that Hughie is Mary's brother. Bob asks Hughie what he did with the bank loot but Blackie tells Hughie not to tell. Blackie gets suspicious of Bob and has him tied up. Hughie and Blackie escape with the loot and they force Mary to join them on a boat. Bob frees himself and goes in pursuit. A gun fight takes place in which Blackie falls just as the police arrive in a speed boat. The chief congratulates Bob for getting the bandit and Mary and Bob embrace.
HIGHLIGHTS: The fight, prison scenes, development of plot.

The Dove

Distributed by United Artists.
STAR: Norma Talmadge.
SUPPORT: Noah Beery, Gilbert Roland.
TYPE: Romance drama.
TIME: Present.
LOCALE: Costa Roja.
LENGTH: 9 reels.
SYNOPSIS: Dolores, known as "The Dove," is a vibrant, sweet slip of a girl who strums a guitar and sings in a way to stop men's hearts. Johnny Powell, a young American gambler, is attracted to her. Senor Don Jose, seeing Dolores for the first time, is violently smitten and endeavors to interest her, but she repulses his advances. The villain plots and he arranges a frame-up which leads Johnny to jail. Complicating situations arise. Johnny is out of jail, then departs for the sea coast, but luckily returns in time to trail Don Jose and the girl he loves. After Dolores and Johnny make their escape, they are recaptured by Don's guards, and Johnny is sentenced to be hanged. Dolores makes an inspiring speech to the mob, and her magnificent burst of invective has its effect for Don Jose. In order to save his face and salve his vanity, he releases them both.
HIGHLIGHTS: Impressionistic backgrounds, the characterization of Miss Talmadge.

Winning the Futurity

Distributed by First Division.
STAR: Cullen Landis.
SUPPOPT: Clara Horton.
TYPE: Racing story.
TIME: Present.
LOCALE: Kentucky.
LENGTH: 6 reels.
SYNOPSIS: Luke Allen, a care-free boy of the mountains, one day in passing the Barkley estate sees Uncle Mose, a faithful servant, trying to carry out the orders of the stable—preparing to shoot a tottering colt, pronounced too weak to live. Luke suggests that the colt be given to him. One night while the Colonel is in a state of stupor from too much Kentucky whiskey, he sits in a game of poker. The next morning his dazed brain realizes that he has signed away his entire estate unless $100,000 is forthcoming in the next eighteen months. The realization is too much for him, and he dies from the shock. Nelle Barkley, the daughter and heiress to the mortgaged estate, goes to live with her uncle. There she meets and learns to love Luke after he had rescued her from sinking in an oarless boat. They base their future happiness on the winning of the Futurity race by "Firefly," once the weak colt whose life Luke had saved. And the thoroughbred does not fail the lovers.
HIGHLIGHTS: The tragedy of Colonel Barkley, the rescue of his daughter, the big horse race.

FBO Will Distribute Mix Argentine Pictures

Announcement is made by Joseph P. Kennedy, president of FBO Pictures corporation, of the consummation of negotiations between FBO and Fred Kley and James S. Douglass, trustees of the Hollywood-Argentine Cinema company, whereby FBO will distribute a series of productions starring Tom Mix, western film star.

The series, which will be more lavish than any productions Mix has yet made, will be filmed in the Argentine against georgeous backgrounds and on locations as yet untouched by any film company. The entire company, including the star, director, players and technical staff will leave for the Argentine the beginning of June, following a ten-week tour of the Orpheum circuit which Mix will make, commencing on April 1. Gene Ford, his director, his horse, Tony, Mrs. Mix and his daughter Thomasina, will accompany the star. Headquarters for the company will be established at Buenos Aires.

FBO has in Tom Mix the highest paid star in pictures. For seven years he was the biggest money making star on the Fox lot and has a reputation and fan following second to none. His recent world tour, when he was entertained by royalty in every countryy he visited, added to his ever growing popularity, until today he stands at the very peak of his career.

It is the intention of FBO to produce this series along entirely novel lines and to give Mix colorful and romantic stories, and yet to inject into them the wallop and punch which has proved so popular with the fans in the past. Mix has long wanted to make a series of pictures in the Argentine.

SHORT SUBJECTS

Spice of the Box Office

Rah, Rah, Rekie

FBO—Two Reels

Here we find Al Cooke without his old side-kick Kit Guard. But Al manages to supply plenty of humor. The story concerns a make-believe sport hero in the person of Al who comes into the limelight when his horse runs away with him and wins a dangerous steeple-chase. He is invited to the home of the Hunt Club where he is asked to make a speech on sports and gets away with some terrible lies, especially in his description of a hole-in-one in a 2,000-yard drive. But he meets his waterloo when he is forced into a polo game and made to ride a frisky horse owned by the belle of the club.

Buckskin Days

Universal—Two Reels

Newton House, the reputed world champion boy rider, exhibits his wares in this two-reeler. Newton is returning to his homestead from the trading post when he is attacked by a band of Indians. He makes his escape by unhitching the horse from the wagon and galloping off with the Redskins in hot pursuit. When he arrives home he meets a stranger who is making advances on his sister. He also learns that a white man is leading the Indian raids. Newton spies on the Indian camp and sees the stranger among the savages. He is captured but escapes and arrives back at the homestead in time to defeat the Indian's efforts to capture his sister and burn the house. Plenty of Indian fights and old-fashioned "shoot-em-up" scenes.

The Spider's Lair

Pathe—One Reel

Here we see the private life of flies and spiders in this Paul Terry cartoon comedy subject. We didn't know that flies enjoyed swimming but the story opens with a fly colony enjoying the sport. Along comes a spider who makes futile attempts to capture an insect but the little pests are too fast for him. At last old man spider disguises himself as a hot dog vendor and when a little female fly comes out to buy her favorite dish the villainous spider captures her and carries her off to his den. But the fly's sweetie is on the trail and he batters down the wall of the den and heroically rescues his idol.

His Maiden Voyage

Educational—Two Reels

George Davis and Estelle Bradley have the principal roles in this Mermaid two-reeler. George has followed the pretty Estelle over the world and in Africa the angry father decides to get rid of the pest. He spirits Estelle away on an out-going boat but George overhears the plot and gets a job as a stewardess on the vessel, after stealing some women clothes. The father, then, begins flirtations with George. The father, wants the captain to marry his daughter to a professor and the ceremony is about to take place when an ape escapes from a cage and lets out a flock of wild animals. There are the usual animal chase scenes and all ends happily.

Horse Play

Universal—One Reel

When Ma McGinis discovered that horseback riding was fashionable, she insisted that the whole family go to the riding school.

Poor Pa had a terrible time both mounting and staying on after he had accomplished the feat. What with saddle sores and dreams Pa had a bad night.

When Ma dragged him out again Pa bribed the riding master to give him an old horse. Unfortunately it was an ex-fire horse and suddenly, hearing an alarm, took Pa to the fire.

Bella Dona finally rescued him, but not before the family had become a joke at the Club.

Lupino Lane Series Done

With the completion of camera work on his satire of old Roman days, Lupino Lane has rounded out a series of eight comedies for Educational. He goes back to ancient history for his setting and story for the final comedy in the series. This has been tentatively titled "Roamin' Romeo," and is now being cut. Lupino is pictured as a Roman gladiator who finds that the life of a galley slave is more peaceful and safe than risking his precious life among unfriendly Romans.

Barry Norton Signs Up

Barry Norton has just signed a new contract which insures his services to Fox for a number of years.

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

Remarks _____

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Exhibitor's Name _____

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House Name _____

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Kind of Patronage _____

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Town _____

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State _____

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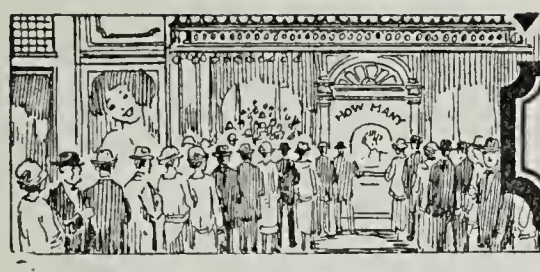

BOX-OFFICE REPORTS

COLUMBIA

Sally in Our Alley, Shirley Mason.—A good, clean comedy drama that everyone will enjoy, and leave the theatre with a smile.—O. J. Chandler, Diana, Tipton, Ind.

Isle of Forgotten Women, Conway Tearle.—Very good picture. Seemed to please. Advertising, good.—Sam Carlton, Strand, Frankfort, Ind.

The Clown, Johnny Walker.—Went over in a great way. Our crowd numbered fully 200. Probably 85 or 90 were children. The grown-ups enjoyed the picture fully as much as the younger ones. This film was in splendid condition. Many expressions of pleasure were made as the audience left the Sunday School Annex.—Rev. Golden A. Smith, M. E. Church, Brookville, Ind.

Rich Men's Sons, Ralph Graves.—Picture good and liked by our patrons. Many favorable comments. Print good; accessories good.—Krieghbaum Brothers, Char-Bell, Rochester, Ind.

That Certain Thing, Viola Dana.—Very clever and entertaining; a picture any exhibitor may feel proud to show. No lemons from Columbia product. Condition of print good.—M. E. Remley, Ritz, Richmond, Ind.

FIRST NATIONAL

The Patent Leather Kid, Richard Barthelmess.—Boxing, cabarets, stirring war scenes, and human love, makes up the component parts of the most excellent picture, and it is a good picture to book.—William Noble, Empress, Oklahoma City, Okla.

Valley of the Giants, Milton Sills.—Very good scenery; beautiful.—F. D. Morris, Iris, Cimarron, Kas.

FOX

Tumbling River, Tom Mix.—Tom Mix in his type of a picture, and a good one.—F. D. Morris, Iris, Cimarron, Kas.

INDEPENDENT

My Lady of Whims, Clara Bow.—Clara always good here, and this one fully up to her standard—pleased. Lee Moran stole Clara's thunder in this.—W. C. Slinker, Strand, Greenfield, Mo.

METRO-GOLDWYN

The Unknown, Lon Chaney.—Wonderful acting by Chaney, Crawford and Kerry.—F. D. Morris, Iris, Cimarron, Kas.

The Bugle Call, Jackie Coogan.—A good picture; makes them sob. Had record children attendance.—J. M. Kudrna, Golden Rule, Medicine Lake, Mont.

Adam and Evil, Lew Cody.—A real comedy—pleased 95%. Has good drawing power.—J. M. Kudrna, Golden Rule Medicine Lake, Mont.

The Big Parade, John Gilbert.—No use to say anything about this—it is the greatest yet.—Merle H. Skinner, Liberty, Judith Gap, Mont.

Ben Hur, Ramon Novarro.—Finest picture ever produced.—Everett Cole, Rialto, Alamosa, Colo.

PARAMOUNT

Fireman, Save My Child, Beery-Hatton.—Clean in spots, but not really worth the price. Few favorable comments from patrons.—W. C. Slinker, Strand, Greenfield, Mo.

Swim, Girl, Swim, Bebe Daniels.—Exhibitors, play this—you can't afford not to. "Trudy" Gertrude Ederle helps bring them in; and they were all pleased. W. C. Slinker, Strand, Greenfield, Mo.

Blonde or Brunette, Adolph Menjou.—A fair comedy with slow movement. Some people confused it with "Gentlemen Prefer Blondes" and attended.—Merle H. Skinner, Liberty, Judith Gap, Mont.

You'd Be Surprised, Raymond Griffith.—Very good type of comedy, although unreal. Good exploitation chances.—Merle H. Skinner, Community, Judith Gap, Mont.

PATHE

Shadow of the Law, Clara Bow.—A fair picture for mid-week program.—Merle H. Skinner, Liberty, Judith Gap, Mont.

White Mice, Jacqueline Logan—Will do business if you give it plenty of advertising.—Merle H. Skinner, Liberty, Judith Gap, Mont.

The Highbinders, William Tilden, Jr.—The only reason this drew was because of the tennis champion star.—Merle H. Skinner, Judith Gap, Mont.

TIFFANY

Wild Geese, Belle Bennett.—From a standpoint of production cast, direction and heart appeal ranks among the very best. Entertainment value 90 per cent. This is one of the best pictures that has ever played our theatre.—William Parsons, Aladdin, Kansas City, Mo.

Lightning, Jobyna Ralston.—A good picture. Had good business on it. Entertainment value 90 per cent.—A. E. Biberstein, Opera House, Attica, Kas.

Wild Geese, Belle Bennett.—Give us more pictures like Wild Geese. It's a wonderful production.—W. R. Browning, Miller, Manhattan, Kas.

Color Classics, one-reel technicolor subjects.—These single reel gems from Tiffany are the most beautiful short subjects on the market today. My patrons look forward to seeing these beautiful colored completed stories.—C. M. Patee, Patee, Lawrence, Kas.

UNIVERSAL

Poker Faces, Laura La Plante.—A very good comedy that you can do business on.—Merle H. Skinner, Liberty, Judith Gap, Mont.

The Old Soak, Jean Hersholt.—Another of Universal's knockouts. Push it, and you'll do business.—Merle H. Skinner, Liberty, Judith Gap, Mont.

Blake of Scotland Yard, Hayden Stephenson.—This is an unusually good serial. Have run three chapters and business has built up on each night, which proves that good serials will pay. I don't believe I'd be far wrong in saying that this is the best serial since "The Tray O' Hearts."—J. Blearter, Electric, Browning, Mo.

Spangles, Pat O'Malley.—Very good circus picture.—H. H. Senne, Senne, McFarland, Kas.

The Cat and the Canary, Laura La Plante.—Great! Went over big! Grab it!—H. H. Senne, Senne, McFarland, Kas.

Fourth Commandment, Belle Bennett.—Good picture as well as box-office attraction.—William Perry, Community, Mound Valley, Kas.

Painting the Town, Patsy Ruth Miller.—Very satisfactory for all angles.—William Perry, Community, Mound Valley, Kas.

Men of Daring, Jack Hoxie.—A wondedful pioneer picture.—F. H. Jayner, De Kalb, De Kalb, Mo.

Painting the Town, Glen Tyron.—Brings in the box-office receipts.—F. H. Jaynor, De Kalb, De Kalb, Mo.

WARNER BROS.

Good Time Charley, Warner Oland.—Fine little picture. Warner stuff coming good. Step on this. Good for two-day run.—Louis Sreife, Opera House, Windsor, Mo.

Beware of Married Men, Irene Rich.—A very good comedy-drama. Received many favorable reports.—C. R. Wilson, Liberty, Liberty, Mo.

The CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

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FOR SALE—De Vry Standard Automatic Movie Camera, nearly new. $115.00. Box 485, Rochester, N. Y. P1t—3-3-28

FOR SALE—Two Peerless Reflector Arcs, $165.00 each. Perfect condition. Box 485, Rochester, N. Y. P1t 3-3-28

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch

HERE is your opportunity while they last, brand new, ¼ HP, 110 volt, 60 cycle, single phane, General Electric, enclosed type motors, $12.95 each; ½ HP, same as above, $29.75 each; 1 KW or 1,000 watt, 32 volt, brand new, Westinghouse power and light generators; can be used for portable moving picture work also, special price of $48.00 each. Money back guarantee. $5.00 with order, balance C. O. D. Bargain list free. Wire or write General Distributing Company, Security Building, Duluth, Minn. ctf

FOR SALE—One Powers 6-A machine, hand drive with arc light for carborns in very good shape for $100; also a Fort Wayne compensarc, like new, $30. Address E. J. Fuchs, Marion, Wis. P1t—2-25

EQUIPMENT WANTED

SHIP us your second hand Powers, Simplex, Motiograph, Royal, Edison, Holmes, Acme, DeVry. Cameras, Spotlights, Generators. Any theatre equipment. We pay highest spot cash prices. Monarch Theatre Supply Co., Memphis, Tenn. Ctf

WANTED—Portable Movie Projector. Carroll, Strand Theatre, Rochester, N. Y. P1t—3-3-28

WANTED—To buy Barlola Organ in good condtion. Must be priced right. P. H. Hoppen, Pueblo, Colo. P1t—2-25

MISCELLANOUS

BEAUTIFUL registered Bull Pups, $15. Bulldogs. 501 Rockwood, Dallas, Texas. P13t—5-26-28

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Pianist-Organist, union. Experienced movies - vaudeville. O. Hinze, 2216 S. Tenth St., St. Joseph, Mo. P1t 3-3-28

PROJECTIONIST, thoroughly experienced, expert mechanic and electrician, desires permanent position where best work is appreciated. Married, sober, reliable. Address Box VJG, care Associated Publications, 368 Glover Bldg., Kansas City, Mo. P2t—2-25

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FOR SALE—Theatre of 225 seats. County seat, town of 1150, in N. E. Ind. Good equipment, piano and Panatrope. Nettie M. Sinderson, Majestic Theatre, Albion, Ind. P2t—3-10-28

FOR SALE—Moving Picture Theatre building and equipment or the equipment and business alone. Good car part payment. Box K, Hamilton, Kas. C2t

FOR SALE—Either half or 99 per cent interest in good paying theatre April 15. 3 year lease. 300 seats. F. E. Williams, Colonial Theatre, Cedar Rapids, Ia. P1t—3-3-28

FOR SALE—400 seat theatre in city of 200,000, doing good business; will sacrifice for quick sale. Address G. M. Wiggers, 2837 Dwight Ave., Dayton, Ohio. P1t—3-3-28

FOR SALE OR LEASE—500-seat theatre, new equipment and building, in Denver suburb with no competition and excellent business. Address Frank E. Hickey, 503 Midland Savings Bldg., Denver, Colo. C1t—2-25

FOR SALE—300-seat theatre; first-run; downtown; main thorofare; city 50,000 population; running afternoons, and evenings. 7 day city; long lease; low expenses. Temple Theatre, Lorain, Ohio. P2t—3-3

FOR SALE—Overland Theatre, Overland Park, Kansas, fully equipped, 308 seats. Priced to sell. The Overland Theatre, Overland, Kas. P1t—2-25

FOR SALE—White Pigeon Theatre, Burr Oak, Mich. C. A. Kelso, Angola, Ind. C2t—3-3

FOR SALE—500-seat theatre in thriving Colorado town of 1200 population drawing patronage from three nearby towns. Four hours from Denver. Now clearing $500 per month. No opposition. Sunday shows permitted. Selling to settle estate. Want $10,500 with $6,500 down, for equipment and lease. Submit your offer to D. W. Dunbar, 503 Midland Savings Bldg., Denver, Colo. C1t—2-18

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(AN ADVERTISEMENT TO ADVERTISERS)

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for those who LOCALIZE their National Advertising...

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"Sales Effort" has many ports to make — inland harbors, where little by little its cargo will be released.

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Sales managers, interested in obtaining the greatest possible sale of their merchandise, cannot afford to overlook the individual possibilities of the local markets, which, combined, make up their national market. This recalls the old adage, that a chain is as strong as its weakest link.

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3. The **REEL JOURNAL**
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4. Exhibitors' **TRIBUNE**
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5. Motion Picture **DIGEST**
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ASSOCIATED PUBLICATIONS

Gotham Delivers Another One Right Smack in the Box-Office!

A Peppy, Jazzy, Comedy Drama of the Great

American Flapper

God Bless Her and Dress Her

SUPERB ALL STAR CAST

VIRGINIA LEE CORBIN

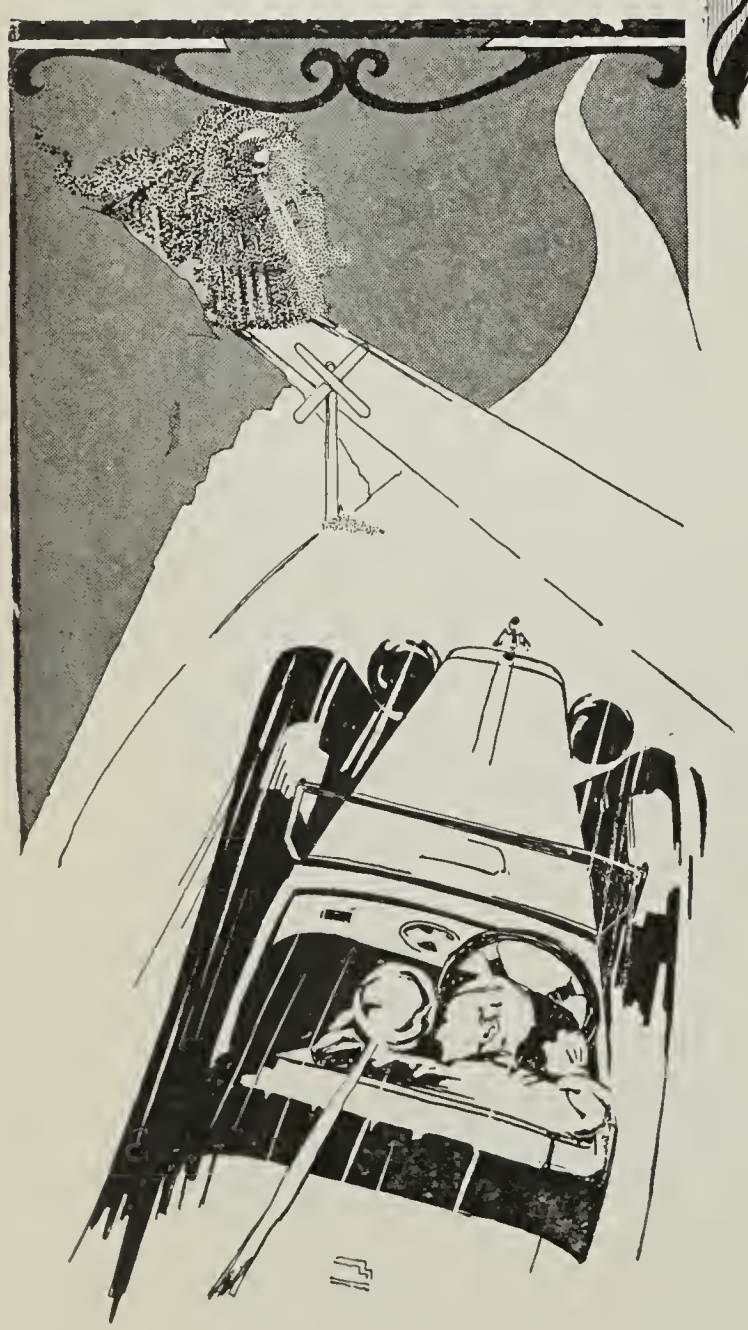
DONALD KEITH, JANE WINTON
JOHNNIE WALKER
MAUDE FULTON and
FORREST STANLEY

Wonderfully Dirtected by
ERLE C. KENTON

Screen Play and Supervision
HAROLD SHUMATE

Comedy-Drama-Romance AND a
MELODRAMATIC CLIMAX
that will knock 'em off the seats!

As Modern as Today's Paper



BARE KNEES

BY ADELE BUFFINGTON

GOTHAM PRODUCTIONS

Released Regionally on Feb. 1st by
LUMAS FILM CORPORATION
SAM SAX, Pres. BUDD ROGERS, Vice-Pres.
1650 Broadway New York City

Distributed by
LIBERTY FILMS, INC.
1514 Davenport street, Omaha, Nebr.

MOVIE AGE

Volume VI — OMAHA, NEBR., MARCH 10, 1928 — Number 16

READ WHAT FILM DAILY SAYS ABOUT METRO-GOLDWYN-MAYER SHORTS. ISN'T IT GREAT THE WAY M-G-M HAS SHOWN THE WHOLE INDUSTRY HOW SHORTS CAN BE MADE TO BRING REAL CASH TO THE BOX-OFFICE INSTEAD OF JUST FILLING TIME ON A PROGRAM. NO WONDER EXHIBITORS LOOK TO M-G-M FOR SHORTS NOW AND FOR THE FUTURE!

Attractions

YOUR buying problem for today will become a lot easier if you'll listen to us. Here are several tips, straight from the shoulder and still hot. Read 'em, brother, you won't go wrong.

"Lady of Victories"

A two-reel dramatic subject in natural colors, produced by Technicolor and released by M-G-M and unusual enough to cause lusty cheering from both. It is the finest short feature we have seen in more months than we can remember. Napoleon and Josephine—their romance played against the battlefields of Europe—supply the story. The color work is breath-taking. First-rate for first runs or any kind of runs.

Three Reels of Lindbergh

Chockablock full of interest. "40,000 Miles with Lindbergh" is 3,000 feet of aviation history, principally supplied by Lindy. Not a high spot missed, starting with Paris and ending with completion of the Pan-American tour. Maps and mileage markings round out the detail. Far better than most of the highly-touted, expensive presentation turns that clutter picture house stages these days. Different, too, and carrying a novelty appeal. Don't forget, novelty usually clicks. See your M-G-M salesman when he knocks on the door.

"Leave 'Em Laughing"

When they are good, they are very good. "Leave 'Em Laughing" (M-G-M, too) proves it. A broad affair with the comedy piled on thickly, but undoubtedly diverting and the sort of thing that rubs the funnybone the laugh-provoking way. Laurel and Hardy, an amusing pair of comics.

KANN

Editorial in THE Film DAILY

A Business Magazine for the Film Trade in Iowa and Nebraska

The most elaborately beautiful picture ever made in natural colors

E. W. Hammons PRESENTS

Hope Hampton in "LOVE'S SPRINGTIME"

An appealing love story of Romantic France, gorgeously costumed and photographed in the famous gardens of Versailles, with Miss Hampton in the finest work of her career.

Directed by LÉONCE PERRETT

A NATURAL COLOR PRODUCTION

Educational Pictures
"THE SPICE OF THE PROGRAM"

Photographed in TECHNICOLOR

EDUCATIONAL FILM EXCHANGES, Inc., *E. W. Hammons, President*
Executive Offices: 1501 Broadway, New York, N. Y.

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EDITORIAL COMMENT

Another Step Toward Harmony

THE new contract, that has come out of the conference on which a committee representing exhibitors and producers worked untiringly for many days, is a good example of what can be accomplished by constructive and co-operative effort.

Numerically about fifteen changes have been made that may be said to be "in the exhibitors' favor." Of course not all of the differences have been settled in this new contract form, but a long step has been made in the right direction.

It is gratifying, too, to note that the recommendations set forth by the Federal Trade Commission last fall have been fully heeded. The new contract form means that many of the industry's internal troubles will be no more. The contract is declared by exhibitors, who had a part in its revision, to be a vast improvement over the old one.

The joint committee consisting of R. R. Biechele, H. M. Richey, Ben Berenstein, H. A. Cole and Nathan Yamins, for the exhibitors; and Felix Feist, R. H. Cochrane, Ned Depinet, and Gabriel Hess, for the distributors, rendered a service for which the entire industry should be grateful.

The conference has further brought out the need and value of better exhibitor co-ordination. Undoubtedly many of the exhibitors' troubles have been delayed in being settled, because of the breach within their ranks. At the conference, politics were for the time cast aside, affiliated and unaffiliated exhibitor, member of the M. P. T. O. A. and non-member got together on a common ground and worked out their problems. This should be proof enough that there is need for a solid and strong national exhibitor body.

Further than this the result of the contract conference is a confirmation of our belief that the industry can settle its own affairs from within and does not need the interference from any outside source.

The Picture Wins Again

PERHAPS enough has been said about the motion picture being subordinated by vaudeville attractions in picture theatres. However, in a report issued by United Artists there are some pretty good statements along this line that are well worth noting.

The records that two current pictures are making in Broadway runs in theatres showing pictures only is responsible for the following:

"Each picture, backed by the draw of its star's name and personality, cracked every house record at the Broadway theatre in which it played.

"Each picture induced the management to tag on midnight performances at a theatre which does not normally give 11:30 p.m. shows. Each picture opened and played without extra advertising in newspapers, radio or outdoor. Each picture simply came upon a screen and unwound on its own merits, independent of "hot" bands, vaudeville names, ten-feet electric signs, trick ballyhoo, noisy prologues, divertissements, trained seals and soaking wet aviators. Each picture opened with its star thousands of miles away and at no time during the run of either picture did that star make a personal appearance. No sensational contests were employed to compel presence at the theatre.

"Anybody with half a dollar who thought he might like a good motion picture was welcome, but he must not think he would see the four Hawaiians, your Uncle Mike or a trio of trained fleas.

"Just a movie, — but an outstanding movie whose star was established as a moving picture star."

And we reiterate: Pictures for picture theatres will pay a profit.

—BEN SHLYEN

MEMBER OF THE FILM GROUP ASSOCIATED PUBLICATIONS

This trade paper is published by Associated Publications, Inc. General Offices, Third Floor Glover Bldg., Kansas City, Mo., New York office, 299 Madison Ave. Ben Shlyen, president and treasurer; C. C. Tucker, vice-president; Al Steen, secretary. Ben Shlyen, editorial director and gen. mgr.; Dean Wilde, managing editor; C. J. Nuttall, New York representative; Ashley Kennedy, Chicago representative. Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Omaha, Nebr.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, Denver, Colo.; Exhibitors' Tribune, Oklahoma City, Okla.; The Ohio Showman, Cleveland, Ohio.

MOVIE AGE

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WHO'S WHO
IN LOCAL FILM CIRCLES

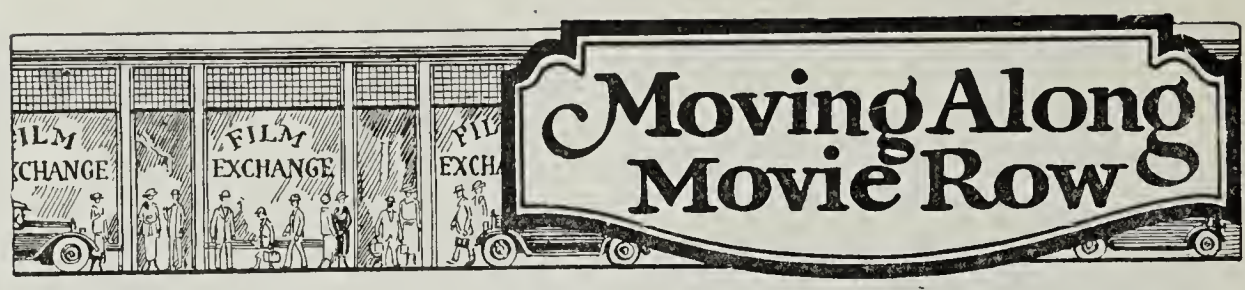
R. G. FAULDS

Rudie Faulds, manager for the National Theatre Supply Co., at Omaha, is another of the Film Row celebrities who started his movie career as an exhibitor.

About nine years ago Rudie relinquished his interest in a large dairy concern at Alma, Wis., and bought the Alma Theatre. For five years he operated the little house so efficiently that he sold it with the intention of buying a larger one.

While he was looking around the country for a suitable theatre he was approached by the manager of the National Theatre Supply Co., at Minneapolis with the offer of a position as salesman. After a little consideration he tried his luck at selling and before a year was up he had won second prize for salesmanship in a country wide drive. At the end of two and one half years he was chosen to succeed Carl Krumeri as manager of the Omaha branch of this company.

Rudie has only been with us since last October and by the way he is advancing we will probably lose him one of these days to see him take another big leap to success. In his five months in Omaha he has made a great number of friends because of his quiet unassuming nature and pleasant personality. Now just watch this young man come to the limelight.



Charles Compton, formerly National Theatre specialty man for the Long Sign and Orchestraphone, is now on the road covering western Iowa and handling all the National products. Compton was formerly an exhibitor at Bluefield, Minn., so he is well versed in the exhibitor's game.

* * *

Clarence Kale, of the New Palace Theatre at Merrill, Nebr., is in the hospital critically ill.

* * *

Charlie Chaplin in "The Circus," played to capacity last week at the Riviera at Omaha. George Johnson at the organ added a special attraction with "A Trip through the Organ."

* * *

J. Schwidleson, of the Star Theatre at Sioux City, died from heart failure on Tuesday, February 28, while he was preparing to go to the theatre. Bob Greenblatt, Universal salesman, was on deck and took care of the business at the theatre for the rest of the day.

* * *

L. D. Chapman, formerly booker for Pathe, is now operating the Crystal Theatre at South Sioux City, Nebr.

* * *

Bill Barker, Paramount's famous bowler, is showing off a new Studebaker coupe.

* * *

"The Crooked Path," Liberty Films production with Frank Trummer in person, played to capacity at the Trivoli Theatre at South Omaha last week. The management of the Trivoli has asked for a return engagement.

* * *

Mrs. Charles Davie arrived in Omaha las week to join her husband, who was recently made manager of the Universal exchange. Mrs. Davie drove from Detroit, their former home.

* * *

Fred Horn, top salesman on the Universal staff, was on the sick list last week.

* * *

G. F. Gravley is opening up the new Gravley Theatre at Dunning, Nebr., which will be the only theatre at Dunning. Mr. Gravley was in Omaha last Monday buying equipment.

* * *

P. L. Landis, manager of the scenery, drapery and floor covering department of the National Theatre Supply Co., at Chicago, spent two days at the Omaha branch.

* * *

Jack Osserman, manager of Universal at Des Moines, called on the Omaha exchange last Friday.

* * *

F. M. Honey has sold the Beardsley Theatre at Red Oak, Ia., to G. L. West of Perry, Ia. Mr. West formerly owned a theatre at Perry which he sold to Youngclaus & Latta about a year ago.

* * *

We want to congrateulate Fred Glass of McCook, Nebr., for his recent purchase of the World Theatre there. Mr. Glass has been running in competition with the World Theatre for the past year and lately put an end to the struggle by taking it over.

* * *

Stephen F. Novotny, formerly of Clarkson, Nebr., has purchased the Ulysses Theatre at Ulysses, Nebr., from E. A. Dsoek who opened the theatre as a new playhouse in October. Mr. Novotny assumed immediate possession. Mr. Dosek says he intends to get into something bigger.

* * *

The Sun Theatre, Holdredge, Nebr., hsa been sold to the Porter Amusement company, C. C. Porter, president. The company operates the Magic Theatre at Holdredge.

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TRADE LU-MI-NUS MARK

Consult Our Theatre Department

W. A. Torrey, owner of the Bonzo Theatre at Eddyville, Ia., was in Des Moines on business the first of this week.

* * *

A. C. Wilson, auditor for the Fox Film corporation, was in Des Moines several days last week checking the local office.

* * *

Miss Grace Gannon, formerly of the Producers exchange and later with Pathe, is now the booker in the office of the Central States Theatre corporation. She says she is well satisfied with the change and likes her work fine.

* * *

Business around Des Moines film exchanges seems to be unusually quiet these days, perhaps due to the fact that the selling season is practically over. The next thing on the program will be sales meetings. Wonderful trips to Hollywood or New York to get an injection of spizerinctum. Then we will hear all about what marvelous pictures we will have next year. The new contract will be ready and in effect May 1. Perhaps it will simplify matters somewhat and we can buy the new product with some degree of safety. Let's hope the pictures are all good, the prices cheap and business fine. Then everybody should be happy.

* * *

Oky Goodman, manager of the Pokadot, Ft. Dodge, was in Des Moines on business Wednesday of last week.

* * *

Joe and Myer Stern, of Omaha, spent this week at Des Moines supervising the opening of their new poster exchange here.

* * *

Harry Frankle, manager for FBO in Des Moines was sick with the flu the first part of the week.

EXHIBITORS—

Send in your

Exploitation Stunts.

Why Iowa Theatre Men Changed Their Opinion Of the Brookhart Bill

By ED. P. SMITH

Action taken by the Iowa M. P. T. O. against the Brookhart bill, at the recent state convention in Des Moines, has caused considerable discussion in the East. Perhaps the presence of C. C. Pettijohn at this convention was regarded with suspicion. Iowa leaders expected as much, because many of them had expressed themselves in favor of the Brookhart bill previous to the meeting.

Ed P. Smith, who was elected president of the association, had expressed himself in signed articles to the MOVIE AGE and by letters to Eastern leaders as favoring the bill. Just why should the sentiment change so greatly after Mr. Pettijohn arrived on the scene? Some explanation of this coincidence should probably be given, because of the opposition that developed so unexpectedly.

Most Iowa exhibitors had read the Brookhart bill and could see that the honest intention of the bill was to help independent theatre owners. Section 4 and 5 of the bill sound like sweet music to any independent theatre owner who has been paying excessive prices and getting weak pictures that would not register at the box office. We all know we have had too much of that and if the Brookhart bill would give us a chance to look them over first, it would be a relief and pleasure. And most Iowa theatre owners think it would but —that anticipated pleasure was brushed aside when they began to realize that if the Brookhart bill passed it would automatically open more than 500 houses in the state with an average seating capacity of 1000 people. Mr. Pettijohn did not point this out. They discovered it themselves. I doubt if it could be told who brought the idea before the convention. That will never matter. But it changed the attitude of everybody present except one man. He was entitled to his opinion and his rights were respected.

Perhaps conditions east of the Mississippi are not like they are in Iowa. If it could be realized that out of 1,000 towns in the state we have ten towns with population over 25,000. In recent years something like 500 large high school buildings have been built in the state with auditoriums seating an average of about 1,000 people, many of them 1,500 to 2,000 people. Motion picture machines are already installed in many of these houses and in many churches throughout the state. Through the efforts of the M. P. T. O. leaders we have secured the cooperation of the exchange managers and stopped the selling of pictures in competition to theatres. Nothing but educational reels are now sold to these institutions.

Under the Brookhart bill they would have the refusal of every picture that is made and could show it rent free, light free, help free and without employing a union operator. Their seating capacity would be more than double that of the average theatre. Iowa has spent during the past five years something like $50,000,000 for high school buildings. Iowa believes in schools and no state has better ones, but they should not be operated rent free in competition to the theatre.

Facing such conditions as these caused most exhibitors to forget about the benefits they had expected to receive from the Brookhart bill. If some one can suggest a remedy for this anticipated difficulty he can deliver the support of Iowa theatre owners for the bill. Pete Woodhull's illustration relative to the contract will apply just as well to the Brookhart bill. We do not question the sincerity of Eastern large city theatre owners. What would benefit them however might hurt some one in another locality.

Charlie Pettijohn made a lot of good friends when he was in Iowa because he kept his hands off. He did not discuss the Brookhart bill when he addressed the convention. However, the demand was made later that he come back and discuss the bill. If this influence effected the decision of the convention it was because of his extremely fair attitude on the bill. No exception was taken but by one member and he could not be reconciled.

Pres. C. E. Williams Says Brookhart Bill Would Ruin Smaller Exhibitor

The small exhibitor would be driven out of business by the abolition of blind and block booking, President C. E. Williams of the Western Iowa and Nebraska M. P. T. O., on the stand last week in Washington at the hearings on the Brookhart bill.

"The trouble with you, senator," he declared addressing Senator Brookhart, "is you don't know anything about the picture business."

The small exhibitor in the "sticks" is in the most enviable position of any branch of the film industry the Committee was told by Williams. He is able to play the big pictures within 30 days after they are shown in the key cities of the territory and under Universal's policy he can get a week's program at a very low price.

Block booking is the only thing which enables the small showman to get along. Williams said, for he knows what he is going to get over an extended period. Blind booking is not blind for he knows about what a given star will produce and can safely buy on star names. The screening privilege means nothing to the exhibitor but additional expense, he said.

Interrupted by Brookhart, who declared his bill was not intended to make block and blind booking illegal, and would be amended if that was provided in the measure, Williams told him the bill was not worth a "tinker's cuss" and would mean nothing and there was no excuse for the legislation.

Warner Bros. Move

Warner Bros. have moved their New York office headquarters to the Film Building, 321 West 44th street. The firm will occupy three floors in this newly completed edifice, which is to cater to motion picture trade. This will give the company more commodious and more modern quarters than they have previously had in the two floors at 1600 Broadway.

Fairbanks Has Strenuous Time

Douglas Fairbanks, Jr., playing the male lead in the Tiffany-Stahl production temporarily entitled "Power," had rather a strenuous time during the filming of one of the scenes. He was dragged in the mud, fought by three street bullies, was thrown from a roof, punched in the eye, gassed in a coal mine, kicked by a gang from one end of the set to the other, chocked and thrown into a fire. He proved to be a chip off the old block.

Block Booking Order To the Courts Soon

Immediate appeal to the courts to enforce the Federal Trade Commission order, directing Paramount to cease the block booking of pictures, was indicated by the Commission in Washington on Monday after it had received notice from the producers that the order would not be complied with.

Through its officers, Adolph Zukor and Jesse L. Lasky, Paramount advised the Commission it would not obey the order because the film industry at its recent trade conference had failed to eliminate the principle of block booking or to suggest any system of distribution to take its place.

Lon Young Enters The Production Field

After three years with Lumas Film corporation and Gotham Productions as director of advertising and publicity, Lon Young has resigned to enter the production field, in which he has had much experience. He was scheduled to leave this week for Hollywood to supervise production for the Chesterfield Motion Picture corporation.

LON YOUNG

Mr. Young is one of the best known figures in the film trade, both in the production and advertising fields. He was Fox's first exploitation representative and has been connected with some of the best known producers in the industry.

Warner Studios Resume Production Next Week

On March 15 Warner Bros. will reopen their studios with seven production units at work on the schedule of releases for the season of 1928-29.

One of these seven companies will begin the "Noah's Ark." This will be the most stupendous feature ever planned by the Warner organization. "Noah's Ark" is to contain many innovations in Vitaphone sound and it is planned to give it an unusually strong cast.

Another special to be put into the preliminary production stages in March is Al Jolson's second Warner picture with Vitaphone.

Coming Season To Be Especially Good For Short Subject Sales

With the increasing competition of short subjects and the consequent improvement in their quality, the coming sales season, it is predicted, will see a greater popularity for them than for a number of years.

Another factor for greater activity in short subjects is the change made in the new standard contract, which forbids clubbing methods to force the purchase of short subjects with features or vice versa. It is believed that this change will have the effect of making each short subject stand on its own merit and give the exhibitor the right to choose those short subjects which his patrons will like, irrespective of the features he is playing.

Of course one of the great arguments in favor of short subjects is the curtailment of overhead, which is possible by eliminating expensive presentation stunts and the substitution of quality short subjects, for which the theatre-going public is evincing a decided preference. Especially strong in the comeback movement are the two-reel comedies, of which the new releases indicate a high quality and a broad range of audience appeal.

Hal Roach Studios Start Vacation Period March 24

Anticipating completion of the production schedule of forty comedies for 1927-28 which are being produced for M-G-M, announcement has been made of the plans of the Roach studios to commence the annual vacation period on March 24. All hands will go on vacation for approximately five weeks until May 1, on which date production of the new product for 1928-1928 will be resumed.

Usually, the month of July is the time of this general exodus, but this year April has been chosen because of the fact that in addition to the current year's product, one of each of the four series of comedies for next year also will have been completed.

Star Florence Vidor In "Flirt"

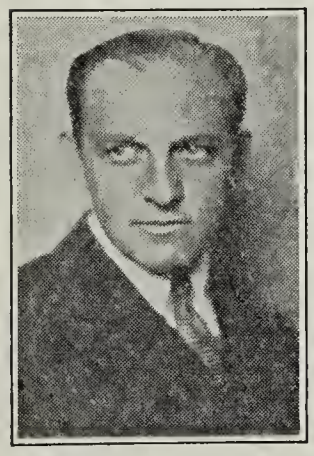
Florence Vidor is to be starred in a new Paramount picture, "The Magnificent Flirt". It is an original screen story to be directed by Harry D'Abbadie D'Arrast, who is also the author of the piece. Paul Lukas is cast in a leading role.

Big Seventh Anniversary Marks Columbia Progress

Thirty-three sales divisions of the Columbia Pictures Corporation are makfittting observance of the seventh anniversary of the organization by staging Columbia's Victory Drive, which has the two-fold objective of marking seven years of steady growth and strengthening the friendly relations with exhibitors.

JOE BRANDT
President Columbia Pictures Corp.

JACK COHN



HARRY COHN

The Victory Drive will be effective for seven weeks, each one representing a year in the organization's history. Special circulars, accessories and other agencies are being employed to put over the drive in effecive shape.

As announced in these columns last week, five productions, one a special, have been made available to exhibitors in addition to those previously announced. "A Woman's Way" heads the list of new productions, featuring Warner Baxter and Margaret Livingston as a romantic team. The other four are: "The Sporting Age," starring Belle Bennett; "The Matinee Idol," in which Bessie Love and Johnnie Walker are co-featured; "The Desert Bride," with Betty Compson; and "After the Storm," with George Seitz directing Hobart Bosworth.

Among the productions already released as a part of the "Perfect Thirty" list are "The Blood Ship," "Alias the Lone Wolf," "Sally in Our Alley," "The College Hero," "The Tigress," "The Opening Night," "The Wife's Relations" and "That Certain Thing."

Joe Brandt is president of Columbia Productions, Jack Cohn is treasurer and Harry Cohn is vice-president in charge of production.

Producers Deny Monopoly Charges While Testifying

Pettijohn, Kent and Cochrane Appear at Brookhart Hearing and Voice Arguments Against Proposed Statute

A united front against the charges of a monopoly in the film industry was presented by three of the principal representatives of the producers at the hearings in Washington last week on the Brookhart bill, which would legislate out of existence block booking, blind booking and allocation of product.

The strongest statement, possibly, was that made by C. C. Pettijohn, counsel for the Hays organization, who declared that if the principle laid down in the proposed Brookhart statute proves successful that other industries would be brought under governmental supervision and sovietized. He emphasized that there is today an overabundance of competition in the industry and pointed out that the ten producer-distributors in the Hays organization produced but 410 of the 852 pictures made last year, which is not indicative of a monopoly.

Further, Mr. Pettijohn averred, each year a different company gets the reputation for making the best pictures and that any independent can get distribution for a good picture. He stated that if the Brookhart bill is passed and pictures are sold singly the rentals would be above the reach of the small exhibitor. The ability of the industry to handle its own affairs is shown, he declared, by the fact that it arbitrates 10,000 cases annually, compared to the settling of 113 cases last year by the Federal Trade Commission.

"Everything said against block booking at the hearings," Pettijohn declared, "has been said by men who never had any experience with distribution. This bill proposes to put out of existance the present plan of selling, exploiting and distributing motion pictures without offering anything to take its place except a bureau or board, or commission, to conduct hearings, make investigations, fix prices, or sometimes make a decision." He stated that distributors would welcome with open arms and pay real money for a better plan of distribution than the present one, which is based on years of experience and is the best plan yet devised.

Robert H. Cochrane, vice-president of Universal, stated that the quickest way to build up a monopoly is to drive the independent out of business and that that would be accomplished if the Brookhart bill was enacted. He declared that Universal was an independent and that it would be forced to cease operations if the bill was passed, as it could not carry the financing of its productions if forced to have them all completed before sale. Senator Brookhart denied his measure contemplated any such steps.

Sidney R. Kent, general manager of Paramount, advanced the theory that playing of pictures on percentage is the remedy for any evil now existing in the block booking of pictures. "The reward is automatic for a good picture and the penalty automatic for a bad one," Kent said, adding that approximately 50 per cent of Paramount business today is done on percentage of some form.

Block booking, in some form or other, he declared, has existed almost since the beginning of the industry and pointed out the steady increase in prosperity as proof it did not stifle growth. He told the committee of his experiment in individual selilng, and how it had to be abandoned because exhibitors displayed no interest but bought films from competitors selling in blocks while he was selling pictures individually.

Going into the matter of selling pictures on percentage, Kent declared that this plan had increased the revenue of Paramount from rentals by 15 per cent during the final quarter of last year, with 50 per cent of the company's business done on some kind of percentage. He further revealed that Paramount's 1927 revenue from all sources was nearly $100,000,000, with a profit of about 8 per cent. Film sales reached $42,000,000, of which $30,000,000 were in domestic sales. Eight million came from small American exhibitors and $22,000,000 from 1,240 large accounts.

"Circus Rookies" Final Title

It is announced that the Karl Dane-George K. Arthur starring comedy, now known as "Monkey Business," will be released by M-G-M under the title, "Circus Rookies," which was its original name. "Circus Rookies" will be the third in the Dane-Arthur comedy series.

Manager Blank Does His Own Broadcasting

Educational Film Exchanges, Inc., has a branch manager who not only conceives and carries out a radio program but who actually puts on the entire "Educational Hour" over the air, aided only by his wife. He is Leo Blank, who manages the Omaha exchange for Educational.

So successful has this program been and so well received in the middle west that Mr. Blank has made arrangements to broadcast an "Educational Comedy Hour" each Saturday night starting at 10 o'clock. He is broadcasting over Station WOW, generally rated as one of the largest and strongest stations in the middle west. It is heard in every part of the country. The initial program was broadcast on February 4.

As a result of this first program, many exhibitors throughout Mr. Blank's territory and outside have written to him and other Educational branches saying that they think it is a great publicity idea both for Educational and their theatres. Consequently, Mr. Blank is arranging to send nearly 200 special trailers to his various accounts to tie up the broadcasting program idea to the theatre box office. These trailers, in addition to announcing the program and its purpose, will give the name for broadcasting.

Mr. Blank is an accomplished violin player, while his wife is a pianist. And so it was only natural when he conceived the idea of broadcasting an Educational Comedies program that he decided to put on most of the program himself, with his wife accompanying him. The first program consisted of about ten numbers, in addition to the announcements regarding Educational, its stars and product. In addition to the trailer, Mr. Blank also publicizes the broadcasting hour by means of a neat post card which he sends to his exhibitor friends.

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

	Won	Lost
Metro-Goldwyn-Mayer	42	21
United Artists	40	23
Paramount	37	26
FBO-Warner, Liberty	32	31
Pathe	26	37
Universal - Blizzards	14	49

INDIVIDUAL AVERAGES

Comer	181	Howell	150
Gorham	178	Eckart	148
Hensler	175	Fletcher	146
Cross	169	Harms	145
Malm	166	C. Williams	143
Phillips	162	Von Dollon	142
Morrison	161	M. Monsky	141
Weitz	158	Connors	140
Barker	157	Williams	139
Doherty	157	Fitch	138
P. Monsky	156	Branson	139
Danke	155	Strickland	138
Booth	155	Malchaw	137
Bierman	154	Trent	135
McLucas	154	McCool	134
Fridell	154	Nedley	132
Faulds	152	Fischer	132
Mendelson	152	Mitchell	130
Stolte	151	Okum	130
Nightingale	151	Funk	129
Fangman	151	Diamond	125

High Three Game Total—Comer, 661

LADIES FILM LEAGUE

Team	P	W	L	Pins	Pct.
Fox	51	38	13	21468	.731
FBO	51	34	17	19792	.654
M-G-M	51	20	31	18700	.392
Warner	51	11	40	16009	.215

INDIVIDUAL AVERAGES

Cross	139	Gilchrest	89
Casper	135	Thortson	89
Phillips	112	Lonergan	88
Gillen	109	Molseed	83
Anderson	104	Wood	80
Foley	102	Palmer	78
Blesh	102	Cohn	75
Frankson	98	Peperson	70
Caughey	91	Perrine	65
Nepodal	90		

BOWLING NOTES

Some of the girls are beginning to make scores that would do credit to the men bowlers. For instance, Eva Casper topped the evening with a 497 three-game total, while Mrs. Cross came next with 388.

Regina Molseed was the only member of the Warner team to show up, so for the second evening the Warner girls forfeited three games.

Competition is becoming stronger since the Fox team, which for a while led by 8 games, is now only four games ahead of the FBO girls.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING MARCH 3

MOON

Red Riders of Canada, (FBO), Patsy Ruth Miller, Charles Byer.

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

SUMMARY: An entertaining and fast moving drama woven around the Royal Northwest mounted police. Miss Miller appears as Joan, the daring daughter of the trapper.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: "Four Faces West," Fox Comedy; "Blake of Scotland Yard," No. 10.

SUN

The Gay Retreat, (Fox), Sammy Cohen, Ted McNamara.

BUSINESS: Very good.

AUDIENCE REACTION: The two comedians as buddies battle their way through difficulties behind and in front of the lines. The comedy stars of "What Price Glory."

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Girls from Everywhere," Pathe comedy.

WORLD

The Racing Romeo, (FBO), Red Grange, Jobyna Ralston.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: A fast moving picture with Red Grange trying his luck at auto racing.

ENTERTAINMENT MERITS: 80 per cent.

RIALTO

The Girl From Chicago, (Warner Bros.), Conrad Nagel, Myrna Loy.

BUSINESS: Good.

AUDIENCE REACTION: Fair.

SUMMARY: A thrilling underworld drama of gunmen and police. A beautiful southern girl leaves the plantation to come to the city and free her brother, from a gang which had placed him in the shadow of the electric chair.

ENTERTAINMENT MERITS: 80 per cent.

RIVIERA

Sporting Goods, Richard Dix, Gertrude Olmstead.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: Dix is a happy-go-lucky golf suit salesman who is mistaken for a millionaire and forced to make good to win the girl he loves.

ENTERTAINMENT MERITS: 85 per cent.

Grand at Knoxville Sold to W. A. Graham

The Grand Theatre at Knoxville, Ia., one of the better theatres of the state, was sold last week by Byron Watson to W. A. Graham. Mr. Watson built the Grand in 1926 and has been operating the house just a little over a year. When When Mr. and Mrs. Watson came to Knoxville about five years ago they bought the old Grand, which was in an out of the way location and used it until the new house was completed.

The old house is now being torn down so that the ground may be used for other purposes and will not be available as competition to the new house. Mr. Watson and his capable wife, who is a very active show woman, will return to Flint, Mich., which was their home before coming to Iowa.

W. A. Graham, the new owner, was formerly a resident of Escanaba, Mich., but has been employed in the East for the past two years. Mrs. Graham was an Adel, Ia., girl before she was married and her parents still reside in that town. Iowa theatre owners welcome Mr. and Mrs. Graham and predict a very successful future for them at Knoxville.

Paramount Leading In Film Bowling League

The Des Moines motion picture bowling league presents a new leader this week. During the past few weeks the team representing Paramount has been making rapid strides and is now leading the league. Their average for the season thus far is 633, which is not bad in any league. Following are the team standings:

Team	G	W	L	Pct.
Paramount	57	33	24	.579
F. Nat.	57	32	25	.561
Universal	57	32	25	561
FBO-Edu.	57	30	27	.526
Pathe	57	29	28	.509
M-G-M	57	15	42	.263

Individual standings as follows:

Levy	172	Frace	144
Roy	171	Anderson	143
Reese	167	Stancell	142
Thompson	160	Miller	141
Kauffman	159	Beatty	139
Raper	155	Palmquist	138
Turgeson	154	Seymour	136
Phillips	154	H. McGivern	135
B. McGivern	154	Thomas	135
Groves	153	Woods	131
Pratt	153	D. West	130
Malone	153	Frankle	128
Bamford	149	Sharp	127
Winn	149	Krestel	126
Tilton	147	Cordaro	121
Curry	146	E. West	116
Evans	145	McEwan	105

Jack Raper, the new manager for Fox holds the high game score for the season by a count of 252.

Midland Buys Two

The Midland Theatre circuit of Kansas City, has purchased two Muscatine, Iowa, houses. The Palace and Grand, the two theatres involved in the deal, have been managed by Universal during the past two years.

CURRENT RELEASES

EDUCATIONAL

Indiscreet Pete, Jerry Drew, (2).

Mother Bird, Curiosities, (1).

Visitors Welcome, Johnny Arthur, (2).

FIRST NATIONAL

Burning Daylight, Milton Sills, (7).

FBO

Beyond London's Lights, Lee Shumway, (6).

Two Many Hisses, Al Cooke, (2).

Newslaff, No. 16, (1).

PATHE

Man Without a Face, No. 9, (2).

On the Ice, Fable, (1).

The Blue Danube, Leatrice Joy, (6).

Galloping Ghosts, Roach Comedy, (2).

PARAMOUNT

Red Hair, Clara Bow, (7).

Sweeties, Bobby Vernon, (2).

TIFFANY

The Devil's Skipper, Belle Bennett, (6).

UNITED ARTISTS

Sadie Thompson, Gloria Swanson, (7).

UNIVERSAL

Stop That Man, All Star, (6).

Put 'Em Up, Fred Humes, (5).

Social Lions, Ben Hall, (2).

His In-Laws, Charles Puffy, (2).

Buster Shows Off, (2).

Winged Hoofs, Newton House, (2).

METRO-GOLDWYN

Forbidden Hours, Ramon Novarro, (7).

WARNER BROTHERS

Powder My Back, Irene Rich, (7).

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING MARCH 3

CAPITOL

The Big City, (M-G-M), Lon Chaney.

BUSINESS: Excellent.

AUDIENCE REACTION: Quite favorable.

SUMMARY: A strong picture from an interesting story and well directed. Will please all who like Chaney but will not suit everybody. About an average of the many Chaney pictures than have gone before.

ENTERTAINMENT MERITS: 80 per cent.

DES MOINES

Red Hair, (Paramount), Clara Bow.

BUSINESS: Very good.

AUDIENCE REACTION: Excellent.

SUMMARY: An Elinor Glyn story featuring the adorable, hot-headed manicurist. Tricky situations, clever acting and excellent direction. This is just another one of those "big box office bets." It will get the dough every where.

ENTERTAINMENT MERITS: 90 per cent.

ORPHEUM

A Blonde for a Night, (Pathe), Marie Prevost.

BUSINESS: Very good.

AUDIENCE REACTION: Excellent.

SUMMARY: The kind known as a bedroom comedy but not offensive. Has a lot of laughs and quite entertaining.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

The Crystal Cup, (First National), Dorothy Mackail, Jack Mulhall.

BUSINESS: Very good.

AUDIENCE REACTION: Favorable.

SUMMARY: An interesting story well directed and well acted and splendidly photographed. A good cast and a picture that will please the average audience fairly well.

ENTERTAINMENT MERITS: 80 per cent.

N-E-W-S B-R-I-E-F-S

Eileen Sedgwick has changed her name to Gretel Yoltz.

* * *

Another bathing girl has graduated from the two-reel comedy ranks and has entered the serious drama. Mary Maberry, who James Montgomery Flagg picked as the most beautiful bathing girl in Hollywood, has been given an important part in De Mille's "The Godless Girl." Other former bathing girls now in features are Gloria Swanson, Bebe Daniels, Marie Prevost, and Vera Reynolds.

* * *

Adolphe Menjou's next picture for Paramount has undergone another title change. It was announced that "The Code of Honor" would be the release title, but "A Night of Mystery" has been selected as the permanent name.

* * *

Dolores Del Rio believes that the letter "R" is lucky. Past successes include "Resurrection" and "Ramona" and so Miss Del Rio has selected "Revenge" as the title of her next picture. It is based on Bercovici's story, "The Bear-Tamers Daughter."

* * *

"The Circus" is believed to have broken all gross records at the Salle Marivaux in Paris. The normal gross at this theatre is between 40,000 and 70,000 francs per week. The Chaplin picture on its opening day grossed a total of 76,000 francs and for the entire week 451,700 francs.

* * *

Mary Ann Jackson, famous for her child role in the Smith Family comedies for Pathe, has been signed by Hal Roach to play in "Our Gang" comedies.

* * *

With new prints, posters, press and advertising material, Universal is planning to re-issue "The Hunchback of Notre Dame" on May 27.

* * *

Paramount plans to make a sequel to "Abie's Irish Rose" next fall.

* * *

Raymond Griffith and Caddo Productions have signed a contract for 3 years which involve a million dollars.

* * *

The selling of the exclusive rights to a Swiss syndicate for the filming of the Olympic games has met with protest in Europe. It is believed that the great sporting events should be free and open to all cameramen.

* * *

Owing to a shortage of westerns and comedies, Universal will open its studios April 15.

* * *

The famous Pawnee Bill may appear in a feature to be made along the lines of "The Covered Wagon." Producers claim they have raised sufficient money to produce the picture and a releasing outlet is now being sought.

* * *

The first anniversary of the Roxy Theatre will show that the theatre has taken in a total of $5,500,000. The Roxy's high week showed a gross of $144,267 and a low week of $83,000. Washington's birthday of this year showed the highest single day's receipts, $29,463.

* * *

One-Eye Connolly, the world's most famous gate crasher, is not so good when it comes to keeping others from crashing a gate. Connolly has been gate keeper at the Fox studios, but so many people have slipped through that the great gate crasher has lost his job.

* * *

The United Artists studios resumed production this week. Henry King has started "The Woman Disputed" with Norma Talmadge.

* * *

Two deaths have occurred during the production of "The Sport Girl," a Fox picture starring Madge Bellamy. Rudolph Berquist, camera man for the picture, was killed in an auto accident. An electrician was killed a few days before when he fell from a set.

* * *

Karl Dane filed application for citizenship. His real name is Rasmus Karl Thekelsen Gottlieb.

* * *

Kinograms claims to have the first newsreel camera girl. She is Angela Murray Gibson of Cassleton, North Dakota. Her "shots" of rodeos has won her a place on the Kinograms staff.

* * *

Universal is preparing a super-special for next year's program to be known as "Terrors of the Past." It will deal with such monsters as the dinosaur, pterodactyl, icthyosaurus and diplodocus. It will be in a modern setting.

Charlie Bowers has a new leading lady in his next comedy for Educational. She is Betty Cauldwell, born and raised in Hollywood and has never been out of the state of California.

* * *

When "The Jazz Singer" opens in London, the musical score will be rearranged so that the Vitaphone accompaniment will have melodies familiar to the British public.

* * *

Mary Miles Minter, once a screen favorite, has ironed out her difficulties with her mother and is back in Hollywood.

* * *

Nearly 500,000 feet of film have been used in the production of "Speedy," Harold Lloyd's latest for Paramount. Of this amount a little more than 8,000 feet will be seen by the public.

* * *

Here is an example of modern efficiency. Buddy Roosevelt began work for Rayart in the leading role of three pictures last week. J. P. McGowan is directing all three and hopes to finish all three on the same day.

* * *

When Mrs. Conrad Veidt, wife of the Universal player, returned from Europe last week, she brought with her Ruth Holl-Jannings, step-daughter of Emil Jannings. Miss Jannings has hopes of a screen career if tests are favorable.

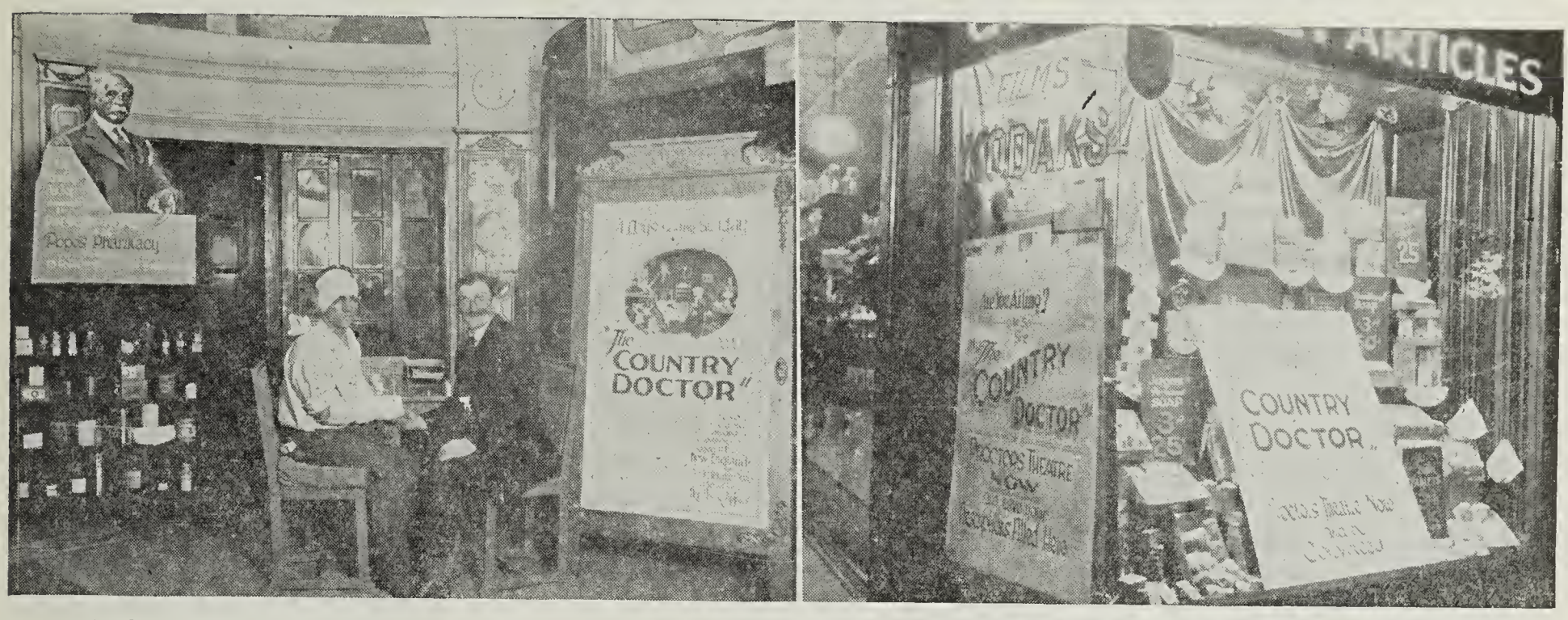
* * *

Twenty-five years ago Mrs. Rose Brainard of Cleveland saw her last moving picture. She then was confined to her bed after an illness which rendered her an invalid. Last week a portable projector was placed in her room and she saw her first film since 1902—an issue of the International Newsreel. She saw more automobiles than she knew existed, her first airplane and her first views of the soldiers in France.

Start Lew Cody Film

Lew Cody's new picture, and his first since his recent return from a vaudeville tour, got under way at the M-G-M studio last week when "A Man About Town" went into production. The only members of the supporting cast of the picture so far selected are Heinie Conklin, playing the part of a negro servant, and George O'Hara, formerly featured in a series of fight pictures.

This Exploitation Drew The Public's Attention



A clever bit of exploitation was done by a Kansas City exhibitor on Pathe-De Mille's "The Country Doctor," in which Rudolph Schildkraut is starred. Appropriate first-aid display was shown in a drug-store window, tying up with the picture, and in the theatre lobby, in which a doctor was shown working on one of his patients. Needless to say, these exploitation stunts attracted much attention.

Tiffany Exchanges In Spring Sales Campaign

A Spring campaign for sales and collections has been inaugurated by Tiffany-Stahl Productions under the leadership of General Sales Manager Ed. J. Smith. The contest started on February 4 and will continue until April 28, when the various winners will be announced. The prizes of a substantial money amount have been divided into two classes: First, second and third for the exchanges turning in the most business between the dates mentioned, and three prizes for the exchange bookers.

The country has been divided into four divisions, as follows: The Atlantic division includes the exchanges at Boston, New York, Albany, New Haven, Philadelphia, Washington, Charlotte and Atlanta. The Central division includes Buffalo, Pittsburgh, Cincinnati, Cleveland, Detroit, Indianapolis, and New Orleans. The Western division includes Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, St. Louis and Dallas. The Pacific division includes Denver, Seattle, San Francisco and Los Angeles.

In many instances the division supervisors have inaugurated special drives of their own to stimulate selling activities in their particular division.

Jean Arthur Opposite Dix

Jean Arthur has been signed by Paramount to play the feminine lead in Richard Dix's new picture, "Knocking 'Em Over." Filming of the picture will follow the completion of "Easy Come, Easy Go," upon which Dix is now engaged with Nancy Carroll.

"Home James" Is Finished

"Home James," Laura La Plante's latest feature, has been shipped East from Universal City. Camera work on the picture was completed several weeks ago, also the editing and cutting.

Put **Power** into your advertising copy--and you put dollars into your box-office.

Here's the KEY that turns on the Power

The IDEA

is a whole bookful of Powerful copy. It's a SEAT-SELLER, if there ever was one—and it costs only ONE DOLLAR.

Date_____1928

Associated Publications, Inc.
Glover Bldg., Kansas City, Mo.

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Jack Holt Returns As Paramount Western Star

Jack Holt is returning to Paramount. News of the star's return was announced by Jesse L. Lasky at Paramount's Hollywood studio in a statement that the popular player had signed a contract to appear in Zane Grey productions. It was more than a year ago that Holt terminated his arrangement with Paramount. During this period he has made several films for other companies. Holt's first picture under the new contract will be "The Vanishing Pioneer."

Holt's return means that Paramount now has two western stars. The other is Fred Thomson, whose new picture, "The Sunset Legion," is now being filmed. Jack Holt began his career in the movies as a horseman in western pictures and soon drifted as a "heavy" into other films. He achieved great popularity in the Paramount series of Zane Grey pictures. Playing in westerns is rather a natural role for Holt, for the star spent a considerable period of his more youthful days as a cow puncher on western ranches.

"Crowd" Heads List of M-G-M March Releases

Headed by King Vidor's "The Crowd," which was transferred as a special price attraction to the Astor Theatre, New York, after a week's run to capacity business at the Capitol, M-G-M's release schedule for March includes starring vehicles for Ramon Novarro, Marion Davies, Tim McCoy, and two special features, "Under the Black Eagle" and "Bringing Up Father."

"The Crowd" seems certain to add new laurels to Vidor's fame as a director, pack the theatre lobbies, and establish James Murray as one of the notables in the film world. Eleanor Boardman has the feminine lead opposite Murray in "The Crowd," which is a dramatic account of the fortunes of a young couple in a big city. Many of the scenes for the film were taken by Vidor in New York last summer.

Marion Davies's "The Patsy," is an adaptation of one of the Broadway hits of the past season, and was directed by Vidor immediately after he completed active camera work on "The Crowd." The supporting cast includes Orville Caldwell, Marie Dressler, Del Henderson, Lawrence Gray, and Jane Winton.

The newest Ramon Novarro production, "Across to Singapore," has been in production many months, with many of the sequences filmed at sea aboard the Narwhal, an old sailing vessel. Joan Crawford has the feminine lead and the supporting cast includes Ernest Torrence, Edward Connelly, Frank Currier, Anna May Wong, Dan Wolheim, James Mason and Duke Martin. Laurence Stallings made the adaptation of a story by Ben Ames Williams.

"Bring Up Father" is an all-star production based on the comic strip of the same name by George McManus. Jiggs, Maggie and all the other newspaper favorites come to life on the screen in this vehicle. J. Farrell MacDonlad and Polly Moran are seen as Jiggs and Maggie while Jules Cowles and Marie Dressler appear as Dinty Moore and his wife.

Tim McCoy's newest picture, "Wyoming," one of the M-G-M star's more elaborate vehicles, was directed by W. S. Van Dyke. Dorothy Sebastian has the feminine lead. Van Dyke also is the director of "Under the Black Eagle," a wartime narrative centering about the new M-G-M dog star, "Flash." Ralph Forbes has the male lead opposite Marceline Day in this story.

Belle Bennett In Tough Role

"The Devil's Skipper," a Tiffany-Stahl production, was suggested by the Jack London sea story "Demetrios Contos." Belle Bennett, of "Stella Dallas" and "Wild Geese" fame, plays the title role. This heretofore gentle and motherly screen star, as the captain of a slaver, smokes big black cigars, wields cat-o-nine tails, and ruthlessly hits obstreperous sea dogs over the head with the butt end of her pistol. As the first mate under the woman skipper, Montagu Love plays the part of a lovable sea dog and in one scene he sheds real tears of sympathy. The picture is to be released shortly.

A New Tiffany-Stahl Star

Tiffany-Stahl Productions announce that they have signed Josephine Borio on a long term contract. Her first picture will be "The Scarlet Dove," in which she will have the ingenue lead. Miss Borio came from Italy about a year and a half ago and landed in Hollywood with no screen experience. All she had was a pair of lovely brown eyes, a face bubbling over with personality, pretty teeth, and a fine figure. After taking extra parts in several independent productions, she was cast for the John Gilbert picture "The Cossacks." John M. Stahl sent for her, made a test, and handed her a five-year contract.

There's only one place that makes money without advertising—the U. S. Mint

Few theatres these days can be called mints. Every exhibitor has to advertise his shows—but just any old advertising won't get the business. It takes copy with snap, spice, punch. We're offering to give you FREE a book containing many such pieces of copy—not a treatise full of theories on advertising—but the "real stuff"—ready for your use—"GO-GETTER" copy that never fails to bring in the patrons.

Would you give ten dollars for something that would make you a hundred? OF COURSE, YOU WOULD!

Well, here's something that costs you only One Dollar and can make you a Thousand!

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Policy Advertising copy (with illustrations)
Headlines, catch lines, and phrases
Romantic copy
"Heavy" copy
Unusual copy
Program copy
Star copy
"Jazzed" copy
Comedy - Drama copy
Society copy
"Mother" copy
Melodramatic, thrill and western copy
Miscellaneous copy

Date _____1928

Associated Publications, Inc.
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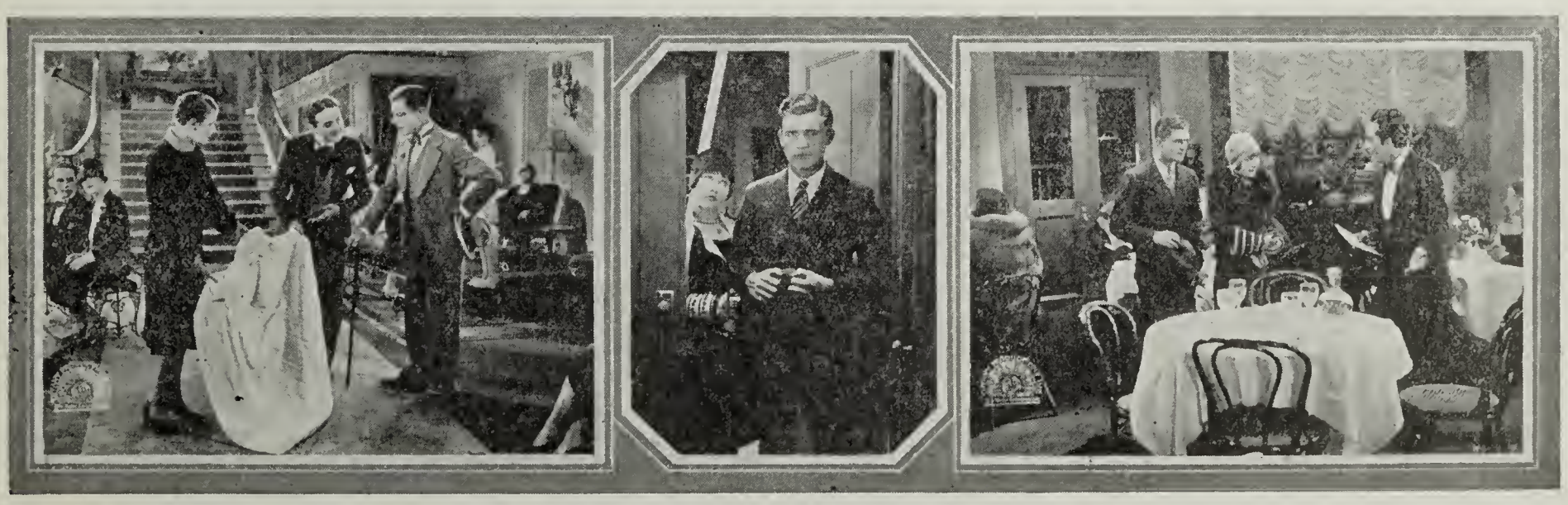
PICTURE NEWS *Told in Pictures*

Belle Bennett. at the left, is one of the great character actresses of the screen. Her work in "Stella Dallas" and "Wild Geese," will long be remembered. Her latest picture is "The Sporting Age," just released by Columbia Pictures Corporation.

Marie Prevost now appearing in Pathe - DeMille's "Godless Girl," finds most of her enjoyment on the Hollywood sands with her dog, Nelly.

Dolores Wasson, at the left, is making her initial appearance in pictures. She has been cast opposite George Davis in Mermaid comedies, produced by Educational.



"Women's Wares" is Tiffany-Stahl's latest production, starring Evelyn Brent and Bert Lytell. It is a melodrama depicting the adventures of a young shop girl in New York, who, with her chum travels the roads of several romances.

EXPLOITATION IDEAS AND HINTS

Club Formed to Exploit "The Vanishing Rider"

Universal Exploiteer Jack E. Baker has formed a "Vanishing Rider Club" during the run of the serial at the Strand Theatre in Chicago. Five thousand circulars announcing the club and the playdate of the first chapter were distributed in the neighborhood. At the showing of the first episode each child received a membership card with ten numbers on it, corresponding to the ten episodes of the picture. The youngsters were instructed to bring the card with them every Saturday, and each child who has a completely punched card at the close of the final episode will receive a free ticket for any performance at the Standard.

Every Saturday each child receives another card bearing one of the letters contained in the title of the serial. To the ones securing a complete set spelling "Vanishing Rider" a set of roller skates will be given. The Standard Theatre reports fine results on the club idea, which is still in progress.

Blizzard Helps To Exploit Two Pictures

Sub-zero weather, a stiff counter opposition, heavy snow drifts and other difficulties failed to stop Max Kaplan, manager of the Strand Theatre, Kirkland Lakes, Ontario, from putting M-G-M's "Ben-Hur" and "The Big Parade" over to record breaking business.

A dog sled and driver were engaged to carry back-to-back window cards on both attractions around the district. These cards were mounted directly onto the sled and made a very good display. The dog sled covered about twenty miles of territory each day and worked for a week through all the hamlets surrounding Kirkland Lakes.

Window cards, tacked onto poles were also used as billing. They were stuck into the snow drifts all about the town and at all the cross roads. A tractor snowplow keeps the roads open around Kirkland Lakes and banks the snow on either side of the road to a height of from six to twelve feet, making an admirable support for such window card displays.

A new hockey and curling arena was a big opposition to the two pictures. On the Saturday on which "The Big Parade" opened a hockey game was on. So two shows were given. One at 6:30 and the other on the completion of the hockey game. It was advertised, "Go to the hockey game, and then come back and see the rest of the picture." Many took advantage of this, paying two admission charges to see "The Big Parade." A large crowd responded. It was impossible to pull the stunt with "Ben Hur" as a double-header hockey session was planned. But the heavy advertising carried the picture over to big grosses.

The temperature was below zero at every performance. One night it was 24 degrees below at starting time and 42 below when the show was out.

Exhibitor Distributes Heralds From Plane

Citizens of Mobile, Ala., heard the good news that Al Jolson was coming in "The Jazz Singer" by receiving a flurry of heralds dropped from an airplane. This was a stunt devised by G. V. Palmes, assistant manager of the Crown Theatre.

The heralds were printed on varicolored paper eight by eleven inches. They were headed "A Message From the Air" and described the chief selling points in "The Jazz Singer." Twenty-five hundred of them were distributed from the plane chartered by the Crown.

Song Tie-Up For "Finders Keepers"

The Virginian Theatre in Charleston, W. Va., said it with music when they told their patrons about "Finders Keepers," Universal's training camp comedy. A song by the same name as the film was dedicated to the star, Laura La Plante some time ago by Paul Corbell and Merton H. Bories. The leading music store in Charleston carried a window of the sheet music, the cover of which bears Laura La Plante's picture. Stills from the picture and the theatre date were also displayed in the window.

The local broadcasting station placed the song on its programs three days in advance with a special introduction calling attention to the playdates. The song was also sung at the Virginian Theatre when the trailer of the picture was shown. Manager Lea Richmond used the same tenor for the opening night of the film. The chorus was sung just as the picture appeared on the screen.

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The PICTURE GUIDE

Little Tips on New Pictures

The Devil's Skipper

Distributed by Tiffany.
STAR: Belle Bennett.
SUPPORT: Cullen Landis.
TYPE: Sea drama.
TIME: About 75 years ago.
LOCALE: New Orleans and the sea.
LENGTH: 6 reels.

SYNOPSIS: Phillip La Farge, a young man of old New Orleans, secretly marries Mamie, and a baby is born altho his father knows nothing of the marriage. On the night Philip promises to tell his father two men capture Mamie and shanghai her on a hell ship. The crew fights for her but with the aid of another shanghaied person, the crew is overpowered and the men claim her as their captain. Twenty years pass and Mamie is a hard-boiled captain of a slave ship. A member of her crew tells her that Philip is a wealthy slave trader in New Orleans. She sails to the city and has Philip come out to the ship with his daughter and her sweetheart. When they are on board, Mamie orders the ship to get under sail and then discloses her identity to Philip, who had ordered her capture 20 years before. Mamie has her daughter turned over to the crew but finally rescues her. A member of the crew stabs Mamie and she dies without revealing her identity to the daughter.

HIGHLIGHTS: Acting of Belle Bennett, the crew fight.

The Enemy

Distributed by M-G-M.
STAR: Lillian Gish.
SUPPORT: Ralph Forbes, Ralph Emerson.
TYPE: Human-interest drama, (based on Channing Pollock's famous play).
TIME: During the World War.
LOCALE: Austria.
LENGTH: 8 reels.

SYNOPSIS: Pauli, the daughter of a university professor, is loved by two students at the University of Vienna; Bruce, an English youth, and Carl an Austrian. The girl, however, loves Carl, and both are married. And then into the atmosphere of love and the lasting friendship declared by the two young men, comes the thunderbolt of war, releasing hate; and causing Carl and Bruce to come to blows over an insult to the flags of their respective countries. Pauli sees her family torn apart by war hatreds and the hysteria of battle times. One blow follows another, and on the eve of Carl's return she learns he has been killed en route. Bruce, however, turns up after the war and brings Carl, who has been taken prisoner. The lovers are reunited and Pauli prays that there may never again be war.

HIGHLIGHTS: The vivid war scenes, a series of heart-gripping episodes.

The Night Flyer

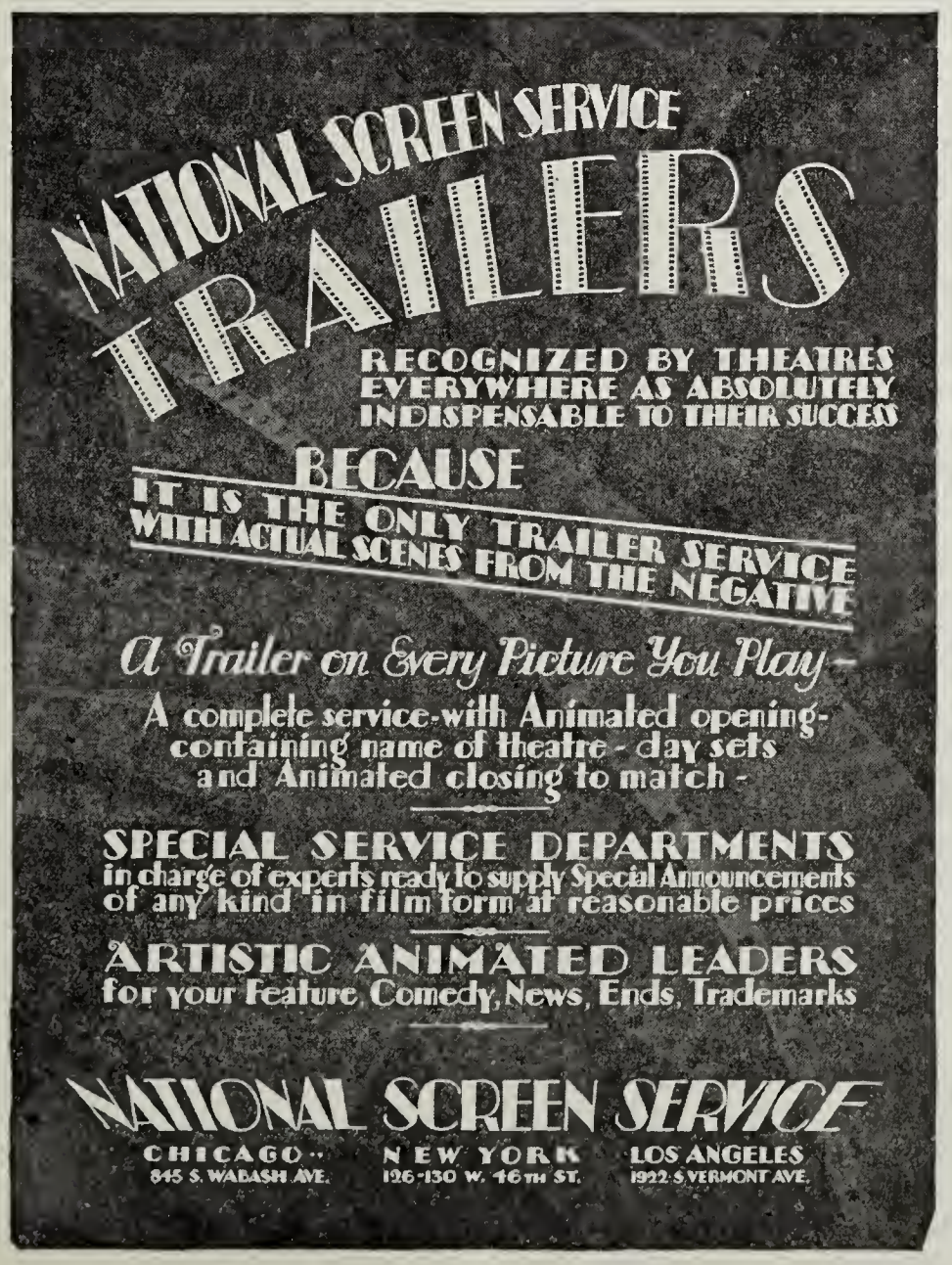
Distributed by Pathe.
STAR: William Boyd.
SUPPORT: Jobyna Ralston.
TYPE: Railroad melodrama.
TIME: 1894.
LOCALE: Along the Western frontier.
LENGTH: 6 reels.

SYNOPSIS: Jimmy Bradley is a fireman on a rickety locomotive in the Rocky mountains in 1894. He loves Kate Murphy, daughter of a woman who keeps the lunch counter at the railroad station. But Mrs. Murphy favors Bat Mullins, a braggart, but also a good engineer with a big salary. Jimmy is demoted by the division superintendent, but just as the flyer is about to leave town with the mails, it is discovered that Bat's fireman is drunk. Jimmy takes his place in the cab with his rival, as fireman. The train is wrecked, but on a siding stands Jimmy's old engine, "99." He jumps into the cab and brings the mails through in record time, and wins not only promotion, but Kate as well.

HIGHLIGHTS: The history of early Western railroads, the realistic train wreck.

Will Support Bosworth

Eugenia Gilbert and Charles Delaney have been selected for the romantic leads in "After the Storm," Columbia production starring Hobart Bosworth. This picture marks Miss Gilbert's second appearance on the Columbia program this season. She was featured with Ricardo Cortez in "By Whose Hand?" one of the company's early releases.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BECAUSE
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A Trailer on Every Picture You Play –
A complete service-with Animated opening-containing name of theatre - day sets and Animated closing to match -
SPECIAL SERVICE DEPARTMENTS
in charge of experts ready to supply Special Announcements of any kind in film form at reasonable prices
ARTISTIC ANIMATED LEADERS
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SHORT SUBJECTS

Spice of the Box Office

Indiscreet Pete

Educational—Two Reels

Jerry Drew, that dapper dudish looking comedian, supplies the laughs in this double reeler. Jerry is having a tough time dodging a Jewish merchant who wants to collect for back payments on Jerry's clothes. The chase takes the two to the railroad station where both board a train, although Jerry doesn't know where he is going. There are a number of good Pullman scenes in which Jerry gets thrown in with about seven kids in an upper berth. The merchant is still hot on the trail and the chase is extended through the train and ends when Jerry jumps through a window. A lot of slapstick that should please the most critical.

Love's Springtime

Educational—Two Reels

Hope Hampton in a natural color short subject with old France in the 18th century. She is supported by Jacques Catalaine. Clothilde is taken from her convent to Paris where she is told she is to marry the Marquise. She has no desire to marry him and after much arguing she consents but says it will be a marriage in name only and refuses to recognize her husband. At a party Clothilde is popular and she sees that her husband is popular and by a trick she steals into his apartment and there is a reconciliation.

Any Old Count

Universal—Two Reel

Min has social ambitions so the Gumps take a holiday at the Hotel de Ritz.

Min has set her net for Count Bologney who she thinks is to be a guest at the hotel. She makes such a fuss when the management declares he is not expected that the proprietor introduces one of the porters as the Count. Min invites him to dine and vamps him so continuously that Andy becomes furiously jealous. He succeeds in luring the supposed Count from the table to an adjoining room and beats him up. Elated with his success, Andy returns into the lobby where he sees the real Count who arrived unexpectedly. He looks so much like the imposter that Andy tackles him. The Count insists upon a duel which is going hard for Andy. Min comes to his assistance.

Visitors Welcome

Educational—Two Reels

A Tuxedo two-reeler with Johnny Arthur and Lucille Hutton. The story concerns an old lady who is taken into Johnny's house as an act of kindliness. Johnny sees a big brute beating up a woman and he goes to the rescue and takes the old lady home with him. She turns out to be a homewrecker, breaking up the furniture, playing the phonograph at all hours of the night, and acting as a general pest. Johnny takes her out to lose her and starts beating up on her when a tough iron worker comes to her rescue and lays out Johhny. But Johnny doesn't mind because he knows what is in store for the iron worker who takes the old lady home with him.

Treasure Land

Tiffany—One Reel

A Tiffany color classic with the usual beauty. Unlike the other Classics this has no story. It contains a series of views in Cuba in natural color and despite the lack of story the scenes are so well done that it will please all classes. Havana and the surrounding country are brought to the screen in all the richness of color and romance. It's an exceptional offering.

Rainy Days

M-G-M—Two Reels

"Our Gang," and the usual support makes this comedy an entertaining one. The gang is confined to Wheezer's house because of rain and restlessness follows. Wheezer has chalked up the walls and wallpaper and his brother fears the licking in store for them when their mother comes home. So the kids get to work to re-paper the house and they make a general mess of the whole deal. They have trouble in making a paste and when the job is finally completed, the house is a wreck. Their good intentions have no bearing on the mother's attitude and the expected whipping is administered.

Hersholt With Griffith

Jean Hersholt has been signed by D. W. Griffith for the part of the father in "The Battle of the Sexes," the Griffith picture which follows "Drums of Love," now at the Liberty Theatre, New York.

Eight Paramounts Are Ready for Release Soon

Eleven stars, 28 talented featured players, 17 directors, and 27 writers whose works are known around the world are now under contract to Paramount, according to facts revealed by Jesse L. Lasky, first vice president and production chief of the organization. Approximately 1500 other persons are now employed in the making of the pictures now under way.

Eight Paramount pictures are now being edited for immediate release, six are before the cameras and nine are in the state of story preparation for filming within the coming month. In addition Paramount is preparing to release Harold Lloyd's new comedy, "Speedy," and Fred Thomson's newest starring picture, "The Pioneer Scout."

The films now being made ready for distribution at the studio include: Erich von Stroheim's "The Wedding March"; "The Street of Sin," starring Emil Jannings; Anne Nichols' "Abie's Irish Rose," which Victor Fleming directed; "Red Hair," an Elinor Glyn story starring Clara Bow; "Partners in Crime," the new Wallace Beery-Ramond Hatton comedy; "Something Always Happens," starring Esther Ralston; and Adolphe Menjou's "A Night of Mystery."

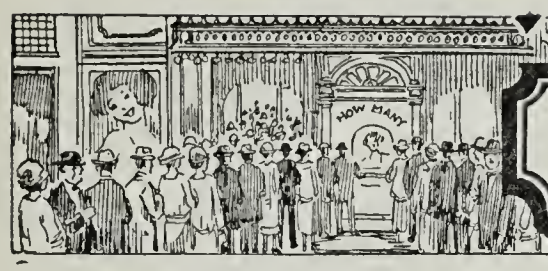
"Four Walls" Will Be John Gilbert Vehicle

"Four Walls," the New York stage success recently purchased for M-G-M, is to be a starring vehicle for John Gilbert.

Alice D. G. Miller will scenarize the play, which is a story of regeneration with a background of prison and gangster life in New York. Gilbert plays a boy, reared in the tenements, sent to prison, where he learns the truth of life, and his struggles to achieve regeneration despite the opposition of gangsters and criminals opposing his attempts at reform.

Stage Play for Meighan

Tom Meighan, under contract with Caddo Productions, will be starred in a screen version of "The Racket," current Broadway stage hit. Caddo has purchased the film rights to the Broadway show, and this will be Meighan's first starring vehicle under his new contract. "The Racket" is a melodrama of the underworld which has been playing to packed houses in New York since last September. The chief role, which Meighan will portray, is that of a colorful captain of police.



BOX-OFFICE REPORTS

COLUMBIA

The Warning, Jack Holt.—Good picture.—Strand, Frankfort, Ind.

Bachelor's Baby.—Everybody seemed to enjoy this picture. Personally was well pleased with it.—Apollo, Anderson, Ind.

The College Hero, Robert Agnew.—Picture received well. Everyone seemed to enjoy it. Many compliments on picture and the projecting of same. Had a fair crowd for small town. We are very much satisfied with this brand of pictures.—V. C. Tustinson, New Haven, New Haven, Ind.

Alias the Lone Wolf, Bert Lytell.—A 100 per cent box-office tonic; largest Saturday night business in a period of five years. If it were possible to improve on this picture, it would have been too bad as it caused us to hang out the S. R. O. as it is.—Max Page, Sanders, Indianapolis, Ind.

The Kid Sister, All-Star cast.—This is one of the best pictures that I have played this year. Print very good; accessories O. K.—Charles Jones, Orpheum, Mitchell, Ind.

The College Hero, Robert Agnew.—One of the best college pictures we have shown. It seems to touch the heart strings of the present day generation. Print A-1.—C. F. Cluthe, Woodlawn, Evansville, Ind.

FBO

California or Bust, George O'Hara.—Very good auto race story.—W. C. Slinker, Strand, Greenfield, Mo.

The Flying U Ranch, Tom Tyler.—Although not Tyler's best it is a good western.—W. T. Biggs, Adair, Adair, Ia.

Not For Publication, Ralph Ince.—FBO has been giving us good pictures so far. This is a good one.—D. C. Jones, Joyland, Booneville, Ark.

The Harvester, Natalie Kingston.—Author's name drew a good crowd but the picture was nothing to brag about.—D. E. Fulton, Lyric, Harrison, Ark.

The Gingham Girl, Lois Wilson.—Nice little story, not heavy, but entertaining. Drew a bigger second night than the first.—John Cosner, Sun, Sargent, Neb.

PARAMOUNT

Barbed Wire, Pola Negri.—Good program picture, everyone pleased with fine acting of the star. Drew even better on second day run.—W. C. Slinker, Strand, Greenfield, Mo.

The Way of All Flesh, Emil Jannings.—A very good picture. There were a few remarks against the film but the majority praised it.—Mrs. Hulda Green, Gem, Greenriver, Utah.

Two Flaming Youths.—Did not draw so well but it's a pretty good comedy for the grown-ups. Not so good for the kids.—P. G. Held, Strand, Griswold, Ia.

Swim, Girl, Swim, Bebe Daniels.—Drew lots of extra business and it's a mighty fine picture.—Hollis Chase, Lake Odessa, Mich.

Hotel Imperial, Pola Negri.—Good but the folks are tired of war pictures.—Mrs. Knox, Star, Villa Grove, Ill.

PATHE

Million Dollar Handicap, Vera Reynolds.—Farmer patrons enjoyed this one with the derby horse race as the high point.—W. C. Slinker, Strand, Greenfield, Mo.

UNIVERSAL

Out All Night, Reginald Denny.—Received much praise from audience.—F. H. Jayner, De Kalb, De Kalb, Mo.

The Wolf Trail, Dynamit.—Wonderful acting for a dog.—F. H. Jayner, De Kalb, Mo.

The Cat and the Canary, Laura La Plante.—A very good mystery story, but I think it is too spooky. If you like this type of stuff, it's O. K.—Hollis Chase, Lake Odessa, Mich.

The Four Flusher, George Lewis.—A very pleasing picture that should draw good patronage.—J. M. Rinehart, Majestic, Stuttgart, Ark.

SHORT SUBJECTS

A Department in This Trade Paper Acquainting You With the Little Features That Are an Important Part of Your Every Program

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If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

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Producer _____

Remarks _____

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Title _____

Star _____

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Title _____

Star _____

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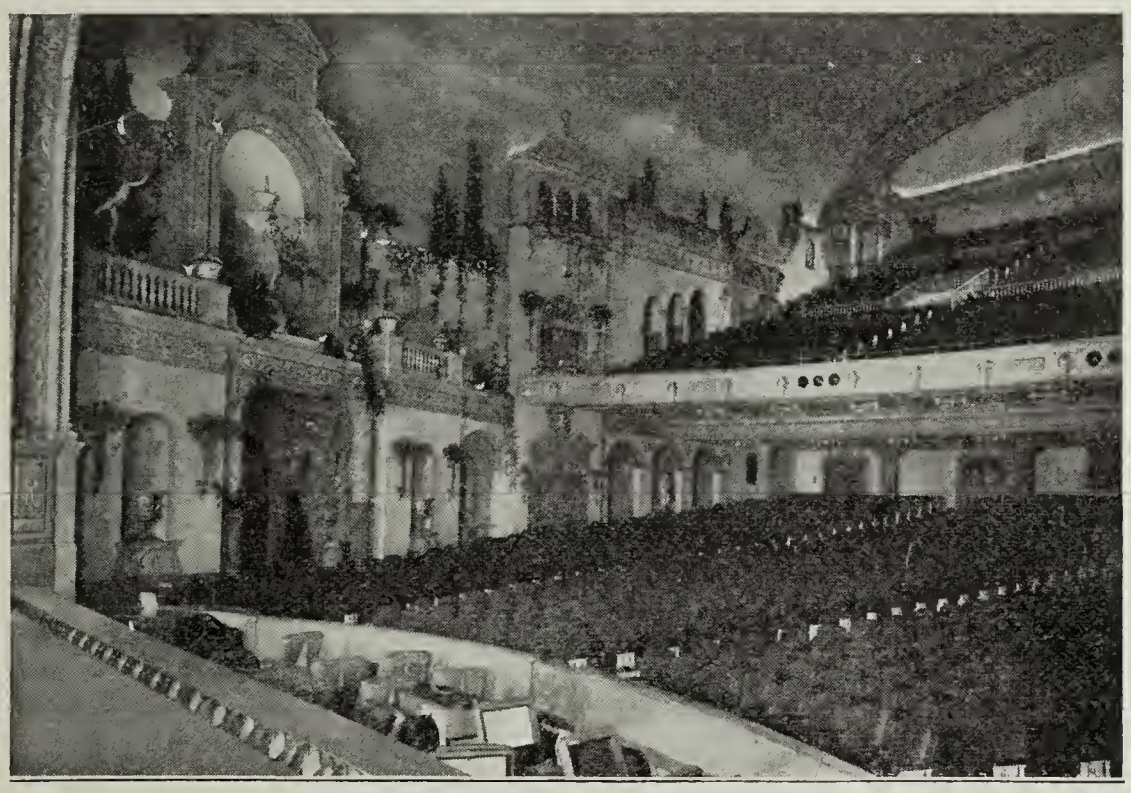

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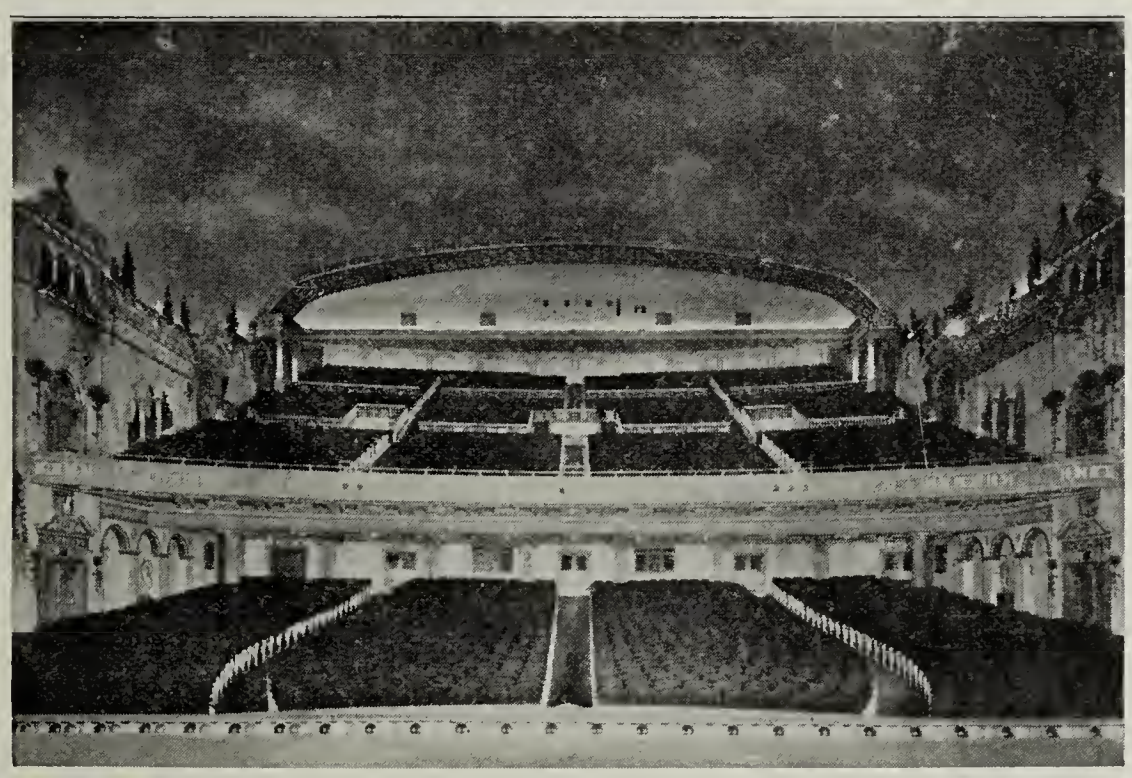
Omaha, Nebr.
JOHN EBERSON, ARCHITECT



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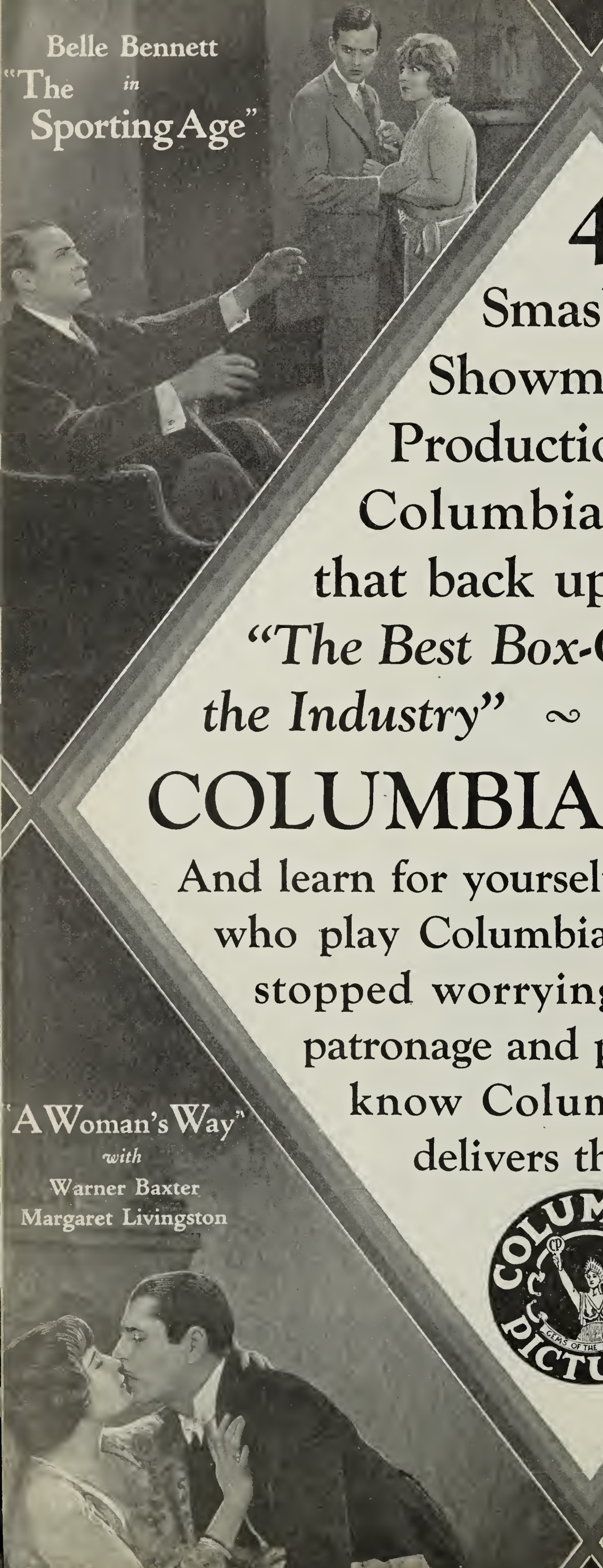
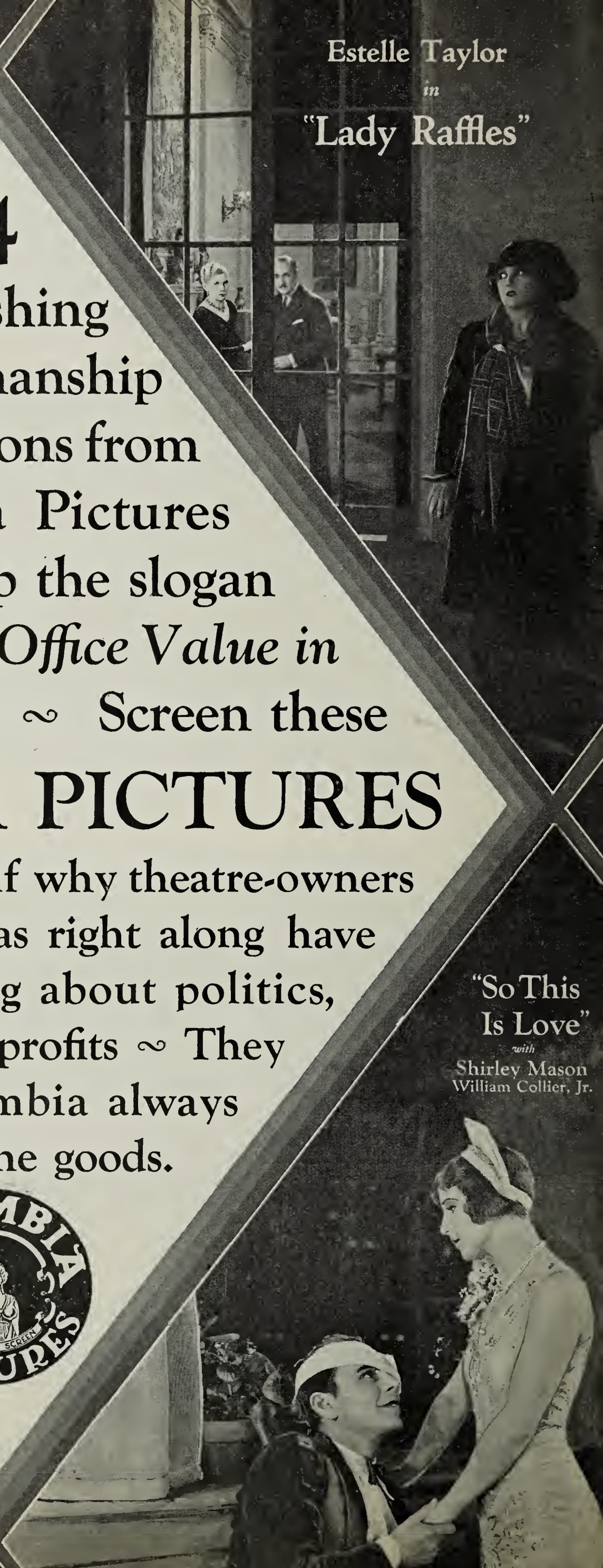


Estelle Taylor
in
"Lady Raffles"



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Shirley Mason
William Collier, Jr.

"A Woman's Way"
with
Warner Baxter
Margaret Livingston

COLUMBIA PICTURES
GEMS OF THE SCREEN

MOVIE AGE

Volume VI | OMAHA, NEBR., MARCH 17, 1928 | Number 17

DEAR BILL HAINES: Honest to goodness we haven't stopped laughing yet over *"The Smart Set."* It's a pip, Kid, and we've advised showmen to shout from the house-tops about it. They'll clean up! Bill, ever since *"Tell it to the Marines"* we've predicted the top of the list for you. And take it from the exhibitors of America, you've made the grade!

Yours for bigger cash registers—

METRO-GOLDWYN-MAYER

A Business Magazine
for the Film Trade in Iowa and Nebraska

Gross Jumps 35%

—as a result of the

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The Answer to the Exhibitor's Music Problem

Cues pictures perfectly and beautifully with finest of music—affords musical programs between pictures—simple in operation—extremely low in initial and upkeep cost.

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DIRECTION: MRS. B. KOCH

ANTHONY, KANSAS

March 13, 1928

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Gentlemen—

This is to advise you that the Synchrophone purchased from you some time ago is functioning perfectly. I believe it is the best investment I have made in the way of equipment during my twelve years in the motion picture business.

Pictures that formerly were considered mediocre by my patrons are considered far better entertainment because of the Synchronized music.

Synchronized music from the world's greatest artists, accurately and beautifully reproduced, is indeed proving an asset. My gross has jumped a steady 35 percent since installation which of course pleases me very much.

Your very truly,
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The SYNCHROPHONE Company

1818 Wyandotte St. Kansas City, Mo.

EDITORIAL COMMENT

"Leo Does It Again"

IT has been but a few short months since Metro-Goldwyn-Mayer entered the field of short subject production and yet its success in giving to the industry some real box-office attractions can never be doubted. The announcement of the release of a three-reel special, "40,000 Miles With Lindbergh," should be eagerly received by all exhibitors. We haven't seen this picture, but with the popularity of "Lindy" we know that it is a real beat and that it should score some real triumphs at the box-office of every theatre that shows it. Exhibitors and the public have long been eager for a production of this kind. And here it is!

Recently we saw an M-G-M comedy, produced by Hal Roach and starring Stan Laurel and Oliver Hardy. Here's a great comedy team. This pair kept the audience in a continual uproar throughout the two thousand feet of this comedy.

And ever since we saw the first two of the series of Ufa Oddities, we've been looking for more of them. These single-reelers are among the most interesting subjects on the market today. The first run house in which we saw them just put them on during the supper show and they probably also show them at the early morning shows. But we think they ought to be shown at every performance and featured in their advertising.

While we're on the topic of short subjects it again occurs to us that the true value of these little features is being overlooked by many exhibitors. Their importance on every program cannot be stressed too strongly. Those exhibitors who are playing up their shorts in their newspaper advertising, on their canopies and in their display boards—are profiting. We've said before, and it will stand repetition, a good comedy and a good novelty and newsreel will statisfy more patrons than the costliest of presentations.

* * * *

Seven Years of Progress

COLUMBIA Pictures Corporation is celebrating its seventh year in the industry with a sales drive. This organization of independent producers has more than earned the right to celebrate the beginning of another new year in its history—a short career, but a successful one, marked with steady progress as a result of the vision of its executives and their ability to produce really good pictures.

A short time ago we made editorial comment on Columbia's expansion through its arrangement for international distribution of its product. We stated that Columbia had blazed the trail of progress for the Independents. This was but another feather in its cap of achievement. From a small beginning, with a slight increase in its production output each year, this company has consistently kept up the quality of its pictures. And that consistency has marked its success, continually growing, year after year.

We congratulate Joe Brandt and Jack and Harry Cohn on Columbia's seventh anniversary.

MEMBER OF THE FILM GROUP ASSOCIATED PUBLICATIONS

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MOVIE AGE

MARGARET FOLEY
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E. P. SMITH
Des Moines Manager
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Vote on Blue Laws In 3 Nebraska Communities

Community sentiment on Sabbath amusements will be sounded shortly in three Nebraska cities.

Tekamah, Nebr., citizens will be given an opportunity to vote on the Sunday showings question at the time of the regular spring election. This marks the third time that the Sunday show issue has been submitted to the city's voters, having been defeated at two previous special elections.

On April 3 the citizens of Fremont will decide the fate of Sunday shows in that city. A petition bearing 103 names was presented to the city council asking that the election be held. At the present time Fremont is without Sunday shows.

The churches at Beatrice have taken an active part in the fight against Sunday shows in that city and it is expected that the April election will witness a record vote on the proposition. Beatrice, as well as Tekemah and Fremont, is at present without Sunday showings.

Omaha Firm Handles The Synchrophone

The U. S. Theatre Supply Co. of Omaha has taken over the sales and distribution of the Synchrophone in Iowa, Nebraska and South Dakota, according to George Breneman, president of the Synchrophone company.

The Synchrophone is gaining rapid popularity as a means of supplying good music for smaller theatres. The instrument, built along the lines of a phonograph, has been developed so that the smallest theatre can give the effect of a pipe organ or a large orchestra playing in the theatre.

WHO'S WHO IN LOCAL FILM CIRCLES

CHARLES DAVIE

Charles Davie, who came to Omaha recently as manager of Universal, has film experience that would do justice to any great motion picture celebrity. Starting in 1907 as an usher for the J. H. Kunsky theatrical enterprises at Detroit, Mr. Davie worked himself up through various positions until he was manager of four Kunsky theatres.

From that field he turned his attention to distribution and opened the Wolverine Film Co., which he operated for three years. At the end of that time he took the franchise for Alco pictures in the state of Michigan with George Weeks. Eventually Alco disolved and Davie and Weeks, together with Roland, Park, and Davies of Pittsburgh, Harry Sherman and other prominent motion picture men, organized the Metro Film Co. In a short time Davie sold his interest in the company and went to New England, where for two years he forgot that the film business existed.

At the outbreak of the war Davie enlisted and spent 11 months in France. Returning from battle the undeniable lure of the film industry claimed him and he went to work for Mutual at Detroit as city salesman. At that time Mr. Davie's brother, who was manager of Universal at Des Moines, called him to come there to work. After selling at Des Moines a short while he was transferred to Minneapolis, where he sold pictures until 1924. His next stop was in Detroit, where he was manager of that branch until 1928, when he arrived in Omaha to continue his good work with Universal here.

Mr. Davie already is popular in his new territory. He has won the respect of the exhibitors and exchange men, and the co-operation of the entire erchange. Davie's experience looks like a non-stop flight to success. There is no limit of what to expect from this man.

Changes at Paramount

Following Ted Mendenhall's policy, there have been several changes made in the Omaha Paramount office. For instance, Bill Barker who has been doing the booking, will succeed Bill Neal as salesman in northwest Nebraska. O. M. Newhouse will succeed Barker as booker. Frank Kennebec will have Newhouse's old job as assistant booker. Harry Goodwin, a new man in the personnel, will start where all good Paramount men get their start, as assistant shipper.

Booking Stage Acts

Bert DeVore, booking agent for the Great Western Booking exchange, announced last week that headquarters had been moved to Omaha and established in the lobby of the Millard Hotel. This company, which has Chicago and San Francisco offices books all kinds of attractions, including fairs, vaudeville acts, smokers, and tabloid shows.

Mr. DeVore has just booked Jack Williams "Dainty Little Darlings," a minature musical comedy company of 10 people in the Island Theatre at Grand Island, which opened March 5. He has also booked P. A. Phelps "Derby Winners," a company of 12, in the World Theatre at Sioux City, Ia., which opened March 4.

Tom Brown has taken over the Donaldson and Empress theatres at Central City, Nebr., from the Central City Amusement Co.

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Do You Look the Part You Wish To Play in Life?
Our Clothes—Made For You—Of Exclusive Woolens—Will Do It
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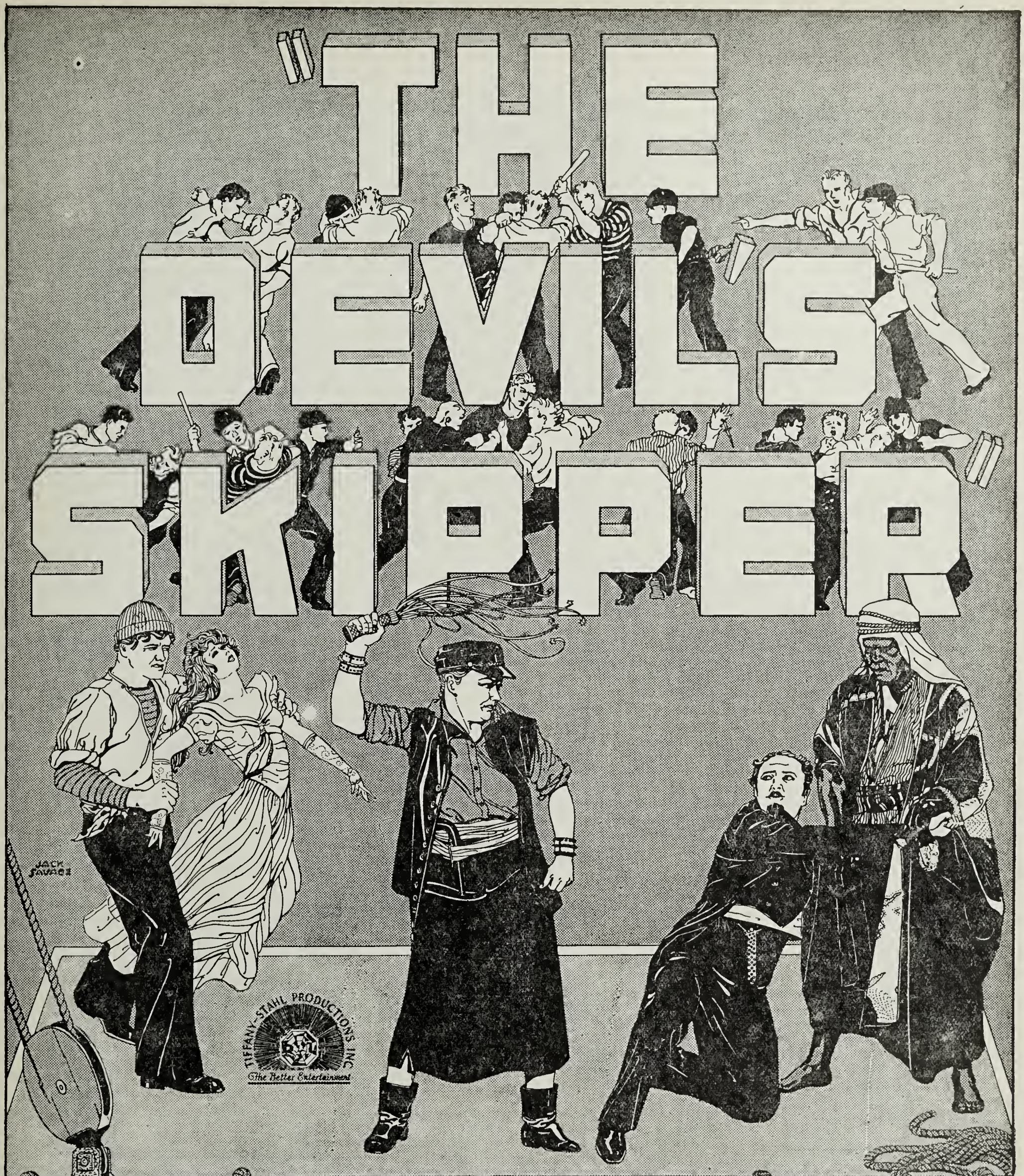

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Paramount Will Enter Sound Film Field; Lasky Says Change Inevitable

Late reports from New York indicate that Paramount is about to conclude negotiations with the Western Electric company for a tie-up which means entry into the talking picture field. It also is said that work has started at the Paramount studios to re-construct certain buildings to provide accomodations for the sound recording apparatus. No official announcement has come from the producers regarding this, although the earlier statement from Jesse Lasky indicated Paramount was giving serious consideration to sound films.

Dogs will bark, the clash of arms will be heard, and the roar of angry mobs will be recorded in the motion picture of the future, but the films of tomorrow are not to be more talking prodctions, in the opinion of Jesse L. Lasky, first vice-president of Paramount.

Sound is to be the most important development in the motion picture industry during the next five years, the Paramount executive declared, also that the development of sound in motion pictures would not take the form of dialogue productions.

"To make all pictures dialogue vehicles would be to turn the progress of the screen back at least ten years from where it is now," Mr. Lasky stated. "The great value of the motion picture has been its power to touch swiftly upon action and then sweep away. This would be impossible were dialogue between the actors to be recorded. Once more the limitations from which the screen is now free would be forced back upon it.

"The use of sound will be dramatic, and will heighten intensely the effect of the picture. The hum of crowds, the roar of an angry mob, perhaps a shouted command, the shrill of a police whistle, the bark of a dog, a knock on a door when such a knock heightens tense suspense—all of these sounds will be heard in the picture of the future."

Jack Holt Still Under Contract to Columbia

Because of wide publicity given to the report that Jack Holt had returned to the Famous Players lot, Columbia Pictures issues a statement that the star is still under contract to them, and will appear in several of the company's productions next season.

AS WE GO TO PRESS

A plan advanced by Sidney R. Kent, general manager of Paramount to radically reduce the number of salesmen in the field, has been finally ditched by distributors.

* * *

United Artists stars, who will be engaged in a huge radio hookup on the Dodge Brothers program Thursday night, March 29, will go on the air in what is reported to be the most extensive hookup yet attempted.

* * *

Frank J. Rembusch, national secretary of the unaffiliated exhibitors, is calling a conference at West Baden for two months hence for independent exhibitors and producers, to create sales resistanc against certain producers for the new film selling season. In his announcement, Rembusch advises exhibitors from buying pictures now and during the coming season, and to prevent their judgement being forced by the weight of 2,500 salesmen calling on 5,000 accounts. It is said no exhibitor will be admitted unless his "independence" is fully verified.

Holt's temporary sojourn at Paramount was made possible through the courtesy of Columbia, which granted the star an extension of contract to enable him to appear in two Paramount releases. His absence is not an indication that he has broken his contract with Columbia.

After the completion of "The Warning," Holt's latest Columbia feature, production dates on the star's future vehicles were postponed until the 1928-29 schedule. This will enable him to start work immediately on his Para mount features. Upon their completion he will return to the Columbia lot, to appear first in a special production scheduled for next season's program.

Modify Plans for Educational Vacation

Educational's heavy production schedule is keeping the production units at the Educational studio in Los Angeles so busy that it has been found necessary to modify the plans for the usual spring vacation. Instead of a complete shutdown for several weeks before starting on the work for the 1928-1928 series, the studio will be kept partly open straight through the usual vacation period.

Rumor Kennedy May Be Pathe President

Rumors that Joseph P. Kennedy, president of FBO, may succeed to the presidency of Pathe, are current in New York upon his departure for the West Coast, where he has gone to confer with Pathe officials in his capacity as financial supervisor of that producer's affairs.

Several weeks ago Mr. Kennedy accepted the post of advisor, announcing at the time that the move did not indicate any possibility of a merger between his company and Pathe and that it was undertaken merely as a matter of friendship. It is said that he was called upon because of the high cost of several Pathe productions, whose cost was out of proportion to their earning possibilities.

It was reported that one of his most important conferences would be with Cecil DeMille, who is under contract with Pathe, to see if production costs could not be reduced.

Colvin Brown, who is one of the vice-presidents of FBO, is now making his temporary headquarters at the Pathe office in New York, handling details during Mr. Kennedy's trip to Hollywood.

Loos-Emerson Play To Be Columbia Production

Columbia Pictures has acquired the motion picture rights to "The Fall of Eve," a three-act comedy written by Anita Loos and John Emerson.

"The Fall of Eve" is the last play written by this couple, excepting of course, "Gentlemen Prefer Blondes," which was adapted by the two from the book written by Miss Loos.

"The Fall of Eve" had a successful run both in California and on Broadway. The play can be described as a comedy of misunderstandings, and is fashioned somewhat after a French farce. Columbia is going to present it on next season's program with a picked cast headed by a well known feminine star.

Pick Real Chorus Girls

Distinction and realism is being injected in "The Chorus Kid" by Sam Sax, president of Gotham Productions, who is selecting chorus girls from outstanding musical comedy hits for the feminine back-ground of this Broadway yarn by Howard Rockey. Asked whether talent of this kind offers any difficulty in handling, Sax replied: "Well they do a certain amount of kicking, but that's what they're being paid for."

Foreign-Made Photoplays To Be Distributed Here By Columbia Corporation

Columbia Pictures corporation, announces Joe Brandt, president, is making arangements to distribute in the United States a number of outstanding photoplays produced by European and British independent producers. Frederick E. Shoninger, Columbia's European representative is already negotiating for several British, French and German produced pictures that have been acclaimed on the other side.

"On my last trip abroad," stated Mr. Brandt, "there were brought to my attention a number of motion pictures, produced on a lavish scale, which had every quality to make them successful for exhibition in this country. I am not referring to those ponderously produced German or French pictures that speak an idiom foreign to our American psychology, but of several outstanding pictures that are on a par with the best that had been produced in the United States."

It is understood that Columbia is to handle these foreign pictures on a reciprocal basis. Outstanding pictures produced by Columbia next season are to be booked generally into German, French and British theatres, in return for the distributing arrangement that Columbia is able to offer the foreign independent producers through its national system of exchanges in the United States.

Sign Francis and Lease

Two prominent players have been signed for the leading masculine roles in Columbia's new production, "Broadway Daddies." They are Alec B. Francis and Rex Lease, who will support Jacqueline Logan, the other featured member of the cast. Both players have appeared in previous productions of the current Columbia program.

Three Paramounts Titled

George Bancroft's second starring production for Paramount will be known as "The Dragnet." "Odd Fellows" has been selected as the title for the newest W. C. Fields-Chester Conklin co-starring comedy, which is now in production. "A Date With a Duchess" replaces "Super of the Gaiety" as the title for the Adolphe Menjou picture which will go into production following completion of his present picture, "A Night of Mystery."

Possible Flu Epidemic May Hurt Film Business

Cables from Japan telling of a widespread influenza epidemic in the Flowery Kingdom has furnished food for some serious thought by far-seeing motion picture exhibitors in this country. It has raised the question in their minds as to whether another flu scourage such as that which ravished this country in 1917-18 is not just around the corner.

The fact that there is already considerable influenza in this country cannot be discounted. The box office receipts of the first run and neighborhood houses have reflected the fact that hundreds of regular patrons are on the sick list. Fortunately, however, the present mild epidemic in various sections of this country is not as virulent as the influenza which swept through the United States ten years ago, but it has been gaining headway steadily and some medical men have expressed the fear that the death rate may jump up most any time.

Exhibitors who passed through the former flu epidemic know full well what will be one one of the first steps taken by authorities to combat the disease. On that occasion some houses were forced to close their doors for several weeks until the worst of the epidemic had passed. Today some medical men are even discussing the advisability of similar action, but the fact that the disease is of rather mild form compared with that of 1917-18 has caused health department heads to hesitate before taking too drastic action.

Buy Cohan Comedy

George Cohan's comedy, "The Baby Cyclone," has been purchased for the screen by Metro-Goldwyn-Mayer. Edward Sutherland, who made "Behind the Front" and "We're in the Navy Now," and who has just left for California, will direct.

Sax Buying Stories

Building up his bulwarks for a 1928-1929 Gotham Production season that will surpass all others, Sam Sax, president, has purchased two stories to be filmed in the list of thirty strong attractions to be released by Lumas, the distributing organization for Gotham. The stories are: "The Bowery," by Harry O. Hoyt, an underworld drama, and "Law of the Blue Ridge," the tale of a mountaineer who had to live down the reputation of cowardice, written by Alan Swinburne.

F. T. C. Fight on Block Bookings May Extend To All of Distributors

With the decks being cleared by the Federal Trade Commission in its suit against Paramount to enforce its cease and desist order, in efforts to outlaw block booking, there is said to be considerable speculation in the East as to whether similar suits would not be started against other producers along the same lines.

Commissioner Abram F. Myers, who presided at the trade practices conference in New York last October, is reported to have said that further suits would not be started until after the producers under fire have been given a secret hearing. At the October conference Judge Myers pointed out any action of the Commission would be directed solely against block booking, and not against the owning and operating of theatres, which, he declared, was not in itself an unfair practice.

Every indication is that Paramount will firmly resist any effort of the Commission to abandon block booking, on the ground that no acceptable substitute plan for block booking has been advanced. If the Commission is sustained by the lower courts, it is regarded as certain that the fight will be carried into the higher courts.

Title of Jannings' New Picture Been Changed

"High Treason" and not "The Patriot" is to be the title of Emil Jannings' new picture which he is now making with Ernst Lubitsch at Paramount's Hollywood studio. "High Treason" tells the story of the Russian monarch, Czar Paul and First, son of Catherine the Great, and his crazy rule, until he is finally murdered, for patriotic reasons, by his former friend and counsellor, Count Pahlen.

Jannings himself plays the insane monarch. Count Pahlen is depicted by Lewis Stone. The feminine roles are played by Florence Vidor and Vera Voronina. Neil Hamilton plays the part of the Crown Prince.

Langdon With First National

Contrary to rumors that he would produce his next picture at Tec-Art or Metropolitan Studios, Harry Langdon will remain at the First National Studios in Burbank. No title has been decided upon nor has a director been assigned the new Langdon picture, which deals with a phase of the late war.

BRIGHT BITS *and* NEWSY NOTES

Charles Davie, manager of Universal, spent last Sunday at a meeting in St. Louis.

* * *

Alexander Frank, formerly manager of the Hostetler Amusement Co. at Omaha, has returned to Waterloo, Ia., to manage the Plaza Theatre. William Renke will succeed Mr. Frank as manager for Hostetler.

* * *

Carl Malm joined the United Artists sales force last Monday. Mr. Malm will cover the Nebraska territory.

* * *

Charlie Williams' Victoria Theatre opened last week after damages from the fire were repaired, and one of the biggest crowds the theatre has ever seen waited out in the street to gain admission.

* * *

Mr. Robertson, of the Crystal Theatre at Scribner, Nebr., called on Movie Row last week.

* * *

W. E. Brown, formerly exhibitor in Michigan and Wyoming, has come to Omaha to operate the Garden Theatre.

* * *

W. W. Troxel has bought the Dundee Theatre from Herb Bluchel. Bluchel will return to Cedar Rapids to devote his time to the interests of the Isis Theatre there.

* * *

A beautiful bouquet of flowers graced Harry Melcher's desk last week and so far we have been unable to discover where they originated. He claims they were sent in appreciation of Fox pictures.

* * *

The Strand Theatre at Omaha has reopened after several months of darkness and will have a twice-a-week change of films, making the theatre a program film house.

Strikes and Spares

O-M-A-H-A

"FILM INDUSTRIAL LEAGUE"

	Won	Lost
Metro-Goldwyn-Mayer	44	22
United Artists	43	23
Paramount	37	29
FBO-Warner-Liberty	35	31
Pathe	27	39
Blizzards Fans	14	52

Individual Averages

Comer	183	G. Harms	147
Gorham	178	Fletcher	146
Hensler	175	C. Williams	143
Cross	168	Von Dollon	142
Malm	166	Eckart	141
Phillips	162	Connors	141
Weitz	158	Fitch	141
P. Monsky	157	M. Monsky	140
Danke	157	Williams	139
Barker	156	Branson	139
Doherty	156	Malchaw	137
Booth	155	Trent	136
McLucas	154	McCool	135
Fridell	154	Fischer	133
Bierman	153	Mitchell	130
Faulds	152	Funk	129
Fangman	152	Diamond	125
Nightingale	151	J. Harms	125
Howell	150		

High Three Game Total—
Comer ---------- 661

LADIES' FILM LEAGUE

Fox	54	38	16	22875	.704
FBO	54	37	17	21227	.685
M-G-M	54	23	31	19784	.426
Warner	54	11	43	17026	.204

Individual Averages

Cross	138	Gilchrest	85
Casper	134	Thortson	92
Gillen	110	Lonergan	89
Anderson	109	Molseed	82
Foley	103	Wood	80
Blesh	103	Palmer	78
Frankson	101	Cohn	76
Caughey	91	Trent	76
Nepodal	91	Perrine	65

Empire Buys Novels For Filming Rights

Empire Productions, which will produce and distribute features for the state right market during the season of 1928-1929, has already purchased a number of published novels, twelve of which will be converted into screen entertainment this season.

It is Empire's policy, according to President Jack Lustberg, to produce all of its film dramas exclusively from published books of wide circulation. This will contribute immensely to the exploitation value of the individual productions at the box office.

The "Empire 12" will be released regionally, one per month, beginning September, 1928. The first production will be finished next month. All production activities for this feature and those to follow have already been arranged. Only box-office names of the first steller magnitude will be featured in each production. Direction will be in the hands of men who have made consistent box office successes.

"Matinee Idol" Second Columbia March Release

"The Matinee Idol," heralded on the Coast as one of the outstanding comedies of the season, has been selected by Columbia Pictures as its second March release. The new production, which was adapted from "Come Back to Aaron," was ready for exhibitors on March 14.

"The Matinee Idol" is Frank Capra's third production for the company. An insight into tent show life, a masquerade ball and a reproduction of a Broadway musical revue are some of the highlights of the new production. Bessie Love appears as a barnstorming queen and Johnnie Walker as the black-face comedian of a musical revue. Lionel Belmore, Ernest Hilliard, Sidney D'Albrook and David Mir head the supporting cast.

Reviews !

Honest opinions of pictures mean much to the exhibitor. THE FILM DAILY always expresses an honest opinion on every picture it reviews. If it's good we say so. If it's bad we say so. Many exhibitors buy and book on our opinions. They know they can rely on us for the truth. THE FILM DAILY is small enough to be intimate but big enough to be independent. Write us for one of our issues with reviews and judge for yourself. Then subscribe to THE FILM DAILY and get this service regularly.

FILMDOM'S NEWSPAPER THE Film DAILY AND WEEKLY FILM DIGEST

1650 Broadway N. Y. C.

Iowa Anti-Brookhart Vote Taken Without Coercion And With Best of Intent

By E. P. SMITH
President, Motion Picture Theatre Owners of Iowa.

One month ago, February 13 to be exact, the Motion Picture Theatre owners of Iowa held their annual convention. Much interest was manifested in other parts of the country regarding the attitude to be taken on the Brookhart bill by the Iowa association.

Senator Brookhart represents the state of Iowa and it was naturally expected Iowa exhibitors would support him in his effort to improve conditions for the independent theatre owner. The writer of this column has tried to explain in previous issues of the MOVIE AGE that in his opinion a large majority of the theatre owners were in favor of the passage of the bill, prior to the meeting on February 13.

It has been suggested by several "organization politicians" that something happened at our convention that was not exactly ethical. The fact that the Hays organization was represented by their able legal advisor was enough to cause some people to view with suspicion the changed attitude of Iowa exhibitors. Some trade papers have featured stories in which the action of the convention was considered nothing more than a bit of "canned opinion" put out by a chosen few who were under the direct influence of C. C. Pettijohn.

If one of our members is quoted correctly in the Film Daily he has helped to spread this opinion throughout the country. In H. N. Davies' letter to Frank Rembusch in the Film Daily of March 8, Mr. Davies has gone out of his way to belittle his own organization. The writer does not believe that a single man who was present that afternoon will sustain Mr. Davies' accusation. Just why such methods should be used to cause bad feeling in an organization that should be acting constantly in good faith for the benefit of all exhibitors is more than the writer can understand.

The session was crowded with all possible haste to allow action to be taken by the convention on the Brookhart bill. Mr. Davies' letter to Mr. Rembusch says there were 25 exhibitors present. The weather prevented many from attending the convention, but from 75 to 100 exhibitors were present most of the afternoon and if any left it was of their own accord.

Mr. Davies thought enough of the association to pay his dues for two theatres and just why he should cast reflections upon the officers is hard to understand. The writer would like to have it positively understood that there was no trickery practiced at this convention; either with Mr. Pettijohn, Mr. Williams or anyone else. The members took their own course and had a free reign.

As previously explained, the Iowa convention went on record against the Brookhart bill because they feared school and church competition. Nothing else was discussed. If this element can be removed from the bill, I have no doubt but what Iowa exhibitors would support whole heartedly the measure introduced by Senator Brookhart. Let's hope for a little more harmony in exhibitor circles. Until we can work together in unity and friendly co-operation we will never improve our condition.

The statement by Mr. Davies, referred to above, was as follows:

"Mr. Pettijohn addressed the meeting and after his talk a number of business matters were taken up and the impression given out that the meting was practically over. About two-thirds of the exhibitors left to get ready for the evening banquet, and then the question of going on record against the Brookhart bill came up.

"There were not over 25 exhibitors present, and a number of us tried to get the meeting postponed until it would be possible to obtain a more general opinion. However, the matter was put to a vote and there were enough exhibitors present who opposed the bill to carry the measure. The vote should not be taken as indicating the sentiment of Iowa exhibitors. Even among those left in the room, there were several who favored the bill, and the 15 or so exhibitors who voted against it are not enough to indicate the sentiment of the exhibitors throughout the state.

"I cannot say whether the results would have been changed had the vote been taken at a different time, but I do know there are a great many exhibitors in this state who are strongly in favor of the bill."

Mr. Davies, who formerly was an exchange manager, wrote for Northwestern Iowa Theatres, embracing the Solon and Fraser, Spencer, Strand, Milford, Royal and Opera House, Spirit Lake, and Uptown Arnold's Park.

Frank Again Operating His Waterlo Theatres

Alexander Frank, the premier showman of Iowa, is back at Waterloo, the old home town, operating his theatres, the Plaza and Rialto. Some weeks ago the Waterloo houses, along with three others in Iowa, were closed by the Wesco corporation and the business placed in the hands of a receiver.

The Orpheum at Clinton was taken over by the Central States Theatres, Inc., of Des Moines, and the Isis and Majestic of Cedar Rapids reverted to Bluechel & Lannin, the former owners, who are operating them. Tom Waugh is the manager at the Isis.

The Waterloo houses are now owned by a new corporation, of which Mr. Frank is the president and the controlling owner. The Plaza will operate strictly as a first run house and the Rialto will operate at lower prices and use some second run pictures. West Waterloo business men are greatly pleased because of the turn matters have taken and are glad to have Mr. Frank in charge of the business again.

Fred Hinds Plans An Iowa Chain of Theatres

Fred C. Hinds of Cresco, a veteran exhibitor of the state, plans a chain of small town theatres throughout Iowa, and is forming a $250,000 company for the expansion.

Hinds for several years has operated the Cresco Theatre at Cresco. In smaller towns, Hinds intends to make the projectionist the house manager, directly responsible for the theatre's success.

Hinds recently was offered the Plaza at Waterloo, and the Orpheum at Clinton, former Alexander Frank houses, which are reported to have been taken over by A. H. Blank, independent of the Publix-Blank circuit.

Universal Holdings Fewer

The Midland Circuit, of Kansas City, the M. B. Shanberg operating company, have taken over four Iowa houses from Universal and are now operating them. The Strand and the Orpheum at Ft. Madison and the Palace and American at Muscatine are the houses transferred and will be handled by Mr. Shanberg and his company. This leaves but four houses in Iowa which are being operated by Universal, two at Marshalltown and two at Charles City.

Leonard Under Contract

Robert Z. Leonard, whose recent pictures for M-G-M include "Adam and Evil" and "Baby Mine," has signed a new long-term contract. Leonard has made about seventy pictures, including about thirty features. He directed Mae Murray in all her Tiffany and Metro productions. For Cosmopolitan he made "Miracles of Love" and "The Restless Sex," for Famous Players, "The Gilded Lily" and "Headless Moths."

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ffice Value in the Industry!

COLUMBIA PICTURES
GEMS OF THE SCREEN

N-E-W-S B-R-I-E-F-S

The Gideon Society is distributing more than 3,000 Bibles throughout the Hollywood studios. They are being placed in the dressing rooms.

* * *

William Fox is preparing to invade the English field with his theatres. At present he is looking over some sites in London for a 5,000-seat house.

* * *

Paramount will loan out Ruth Taylor until the company has analyzed all reports on "Gentlemen Prefer Blondes." The company will not proceed with the famous blonde's future until it is sure of her success. In the meantime M-G-M is making screen tests of her.

* * *

Syd Chaplin has completed "A Little Bit of Fluff" in England and the print has been shipped to the United States for cutting and editing. M-G-M will release it in this country.

* * *

Four independent producing companies have leased the Metropolitan studios. They are Charles Bros. Productions, First Division Pictures, Gold Seal, and Rayart.

* * *

The U. S. Revenue Department in Texas is warning delinquent tax payers to pay their back taxes or to suffer the consequences.

* * *

C. C. Burr is negotiating for the purchase of "Stop Thief," famous stage play now in possession of M-G-M. Burr wants it for Johnny Hines next picture for First National.

* * *

Rudolph Schildkraut has received his citizenship papers and is now a full-fledged citizen. Schildkraut was born in Italy, but was a citizen of Roumania. He came to America in 1910.

* * *

The Pullman Company is pouring honors on Dolores Del Rio. The company is naming three new Pullman cars in honor of the star and her latest picture. One car is named "Ramona," in honor of her forthcoming film for United Artists; another is to be named Del Rio and another Dolores.

* * *

John Barrymore is returning to New York in a few weeks. It will be his first visit in three years. Aside from his desire to attend the premiere of "Tempest," his latest for United Artists, Barrymore is going east to discuss offers to return to the legitimate stage.

* * *

General Theodore Lodyensky, a former aide to the Grand Duke Sergius and Military Governor of Moscow before the revolution, is acting as technical advisor to Arthur Gregor who is directing "The Scarlet Dove," a Russian picture for Tiffany-Stahl.

* * *

Fred Kley and James Douglas of the Hollywood-Argentine Cinema Company will sail for South America this week to erect a studio in Buenos Aires preparatory to the arrival of Tom Mix who will make a series for FBO distribution. Mix will sail early in June, following his tour of the Keith-Albee-Orpheum vaudeville circuit.

* * *

Earl Hammons, president of Educational, has a signed contract by which Educational will distribute Tiffany-Stahl productions in Canada.

* * *

Myron Selznick and Felix Young will make "The Easiest Way" as their frist picture as independent producers. The picture was first made several years ago with Clara Kimball Young. The new feature will star Ruth Chatterton. William K. Howard will direct.

* * *

"We Americans" will be sold as a special by Universal, according to Lou Metzger, general sales manager.

* * *

Harry Langdon has started on his picture for First National release. It is as yet untitled. Alma Bennett, his leading lady in "Long Pants," will again be his leading woman. Miss Bennett is a graduate of the Sennett school, having appeared in over 50 comedies.

* * *

Walter Greene, one of the pioneers of the picture industry, has re-entered the field. His first picture to be produced and distributed is "The Port of Missing Girls." Greene entered the business about twenty years ago when he opened an exchange in Boston. At one time he was president of Artcraft, producers and distributors of Mary Pickford pictures.

* * *

Mrs. Mollie Thompson, a pioneer of the Hal Roach organization, died recently. Mrs. Thompson started as leading lady to Harold Lloyd about 13 years ago when the comedian was known as Lonesome Luke.

* * *

The Universal theatres will celebrate May 21 as "Lindbergh Day." On that date the orchestras of the theatres will feature songs in honor of the hero and lobbies will be decorated suitably. Scenes from his adventures will be shown. Carl Laemmle is sponsoring a movement to make this day a national holiday.

* * *

Colleen Moore and her producer-husband, John McCormick, will remain with First National for at least another year.

* * *

Jesse Lasky states that if talking pictures become a popular vogue the present studios will have to be re-built. Either heavy concrete or brick will have to be used in place of the present light material.

* * *

Here is something new in stage shows. The Griffin Theatre, St. Catherines, Ontario, had a cow-milking contest on the stage. It was billed as "The First Stage Milk Maid Contest in the World." Eight cows were to be milked and 19 milk maids turned up for the show. It was reported to have been a profitable venture.

* * *

Net profit of $1,924,865 for the eight months ended August 31, 1927, is shown by the combined statements of B. F. Keith Corp., and afifliated companies and the Orpheum Circuit and subsidiaries. The total income for the eight months was $23,147,315.

* * *

More than 65 per cent of Universal's 1928-29 schedule has been either completed, being cut and titled. Sufficient stories to complete the program have been purchased.

* * *

A title eliminated from "The Beloved Rogue," was "With touch divine and shivering spine, I'll turn this water into wine." The title card now decorates a water cooler at the United Artists studio.

Des Moines Doings

Wesley Mansfield, operating theatres at Tama, Toledo and Belle Plaine, was in Des Moines the first of the week booking pictures and transacting other business. Mr. Mansfield is one of Iowa's younger showman and is making a success of his business.

* * *

M. A. Brown, of Forrest City, was in Des Moines Monday in the interest of his theatres located near the north boundary of the state. Mr. Brown is a good showman and a progressive busines man.

* * *

Wm. Sears, of the Sears & Jones Circuit, Booneville, Mo., has taken charge of the Strand and Casino theatres at Marshalltown for Universal. Mr. Sears has been with the company for sometime working in Missouri territory.

* * *

"The Jazz Singer," featuring Al Jolson, opened at the Strand at Cedar Rapids a few days ago to capacity business. The combination of the Vitaphone and the famous comedian offered an attraction not often excelled in Iowa theatres. Reports from this engagement were entirely favorable and the crowds attending this show showed their appreciation by applause equal to many of the best stage shows.

* * *

Iowa theatre owners are responding readily to the appeal which is being made for membership under the new plan which has been in operation since the convention February 13. Film salesmen who have entered the contest under the Film Board plan are reporting good results and are turning in new memberships daily.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING MARCH 10

MOON

Blood Will Tell, (Fox), Buck Jones.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: A swiftly moving drama revolving around the purchase of Buck's ranch, which he has just inherited. The ranch is sold without his knowledge, providing thrills and excitement.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Buster Come On," Buster Brown comedy.

RIALTO

Wife Savers, (Paramount), Raymond Hatton, Wallace Beery.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

SUMMARY: Beery as an Alpine guide; Hatton as a second lieutenant who in private life was a waiter under Beery in a Brooklyn restaurant. A fitting successor to previous comedy successes.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: Vitaphone.

RIVIERA

The Circus, (United Artists), Charlie Chaplin.

BUSINESS: Very good.

AUDIENCE REACTION: Very good.

SUMMARY: Story of a friendless wandering youth who falls in with a circus troupe and under the big tent finds his lady love. Charlie's only film this year.

ENTERTAINMENT MERITS: 90 per cent.

SUN

Garden of Allah, (M-G-M), Alice Terry, Ivan Petrovich.

BUSINESS: Fair.

AUDIENCE REACTION: Good.

SUMMARY: A story of the dessert. A monk leaves the monastery under a cloud for a beautiful English lady.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Wild Puppies," Fox comedy.

WORLD

Seventh Heaven, (Fox), Charles Farrell, Janet Gaynor.

BUSINESS: Very good.

AUDIENCE REACTION: Fine.

SUMMARY: A story of Parisian slums with the leading characters a worker in the sewers and a street waif. The beautiful doctrine of courage it teaches won for it the reputation of being one of the most beautiful love stories ever written.

ENTERTAINMENT MERITS: 95 per cent.

AT DES MOINES THEATRES WEEK ENDING MARCH 10.

CAPITOL

Wife Savers, (Paramount), Wallace Beery, Raymond Hatton.

BUSINESS: Good.

AUDIENCE REACTION: Not so good.

SUMMARY: Not up to the standard set by this comedy team and many were not satisfied with the picture. Such pictures please only a few who are usually of the male extraction.

ENTERTAINMENT MERITS: 75 per cent.

DES MOINES

Old Ironsides, (Paramount), George Bancroft, Wallace Beery.

BUSINESS: Just fair.

AUDIENCE REACTION: Very satisfactory.

SUMMARY: The romantic story of the gallant Constitution and her big fight with the pirates of Tripoli; presenting some stirring scenes as it sails majestically before the camera. A good picture.

ENTERTAINMENT MERITS: 85 per cent.

ORPHEUM

Gateway of the Moon, (Fox), Dolores Del Rio.

BUSINESS: Very good

AUDIENCE REACTION: Quite satisfactory.

SUMMARY: The story deals with the building of a railroad in a South American jungle, featuring Miss Del Rio as a half breed native who falls in love with the white engineer. Romantic and interesting.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Loves of Carmen, (Fox), Dolores Del Rio.

BUSINESS: Fair.

AUDIENCE REACTION: Not satisfying.

SUMMARY: The Spanish settings are good, the photography excellent, but picture itself does not measure up to what the excellent cast might lead you to believe was to be expected.

ENTERTAINMENT MERITS: 75 per cent.

SHORT SUBJECTS: "No Cheating," Mermaid Comedy; "Whirl of Activity," Hodge Podge.

Universal in Big "Pep" Tie-up

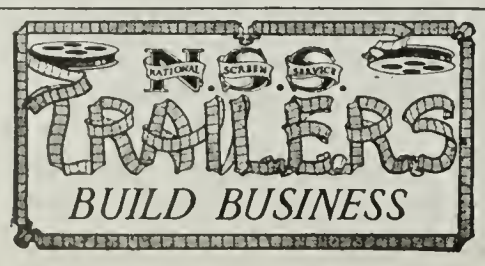
Reginald Denny and Laura La Plante, Universal stars, are featured in a $500,000 tieup between the producers and the Kellogg Company, of Battle Creek, Mich., in an advertising campaign which is starting this month in 24-sheets on 5,000 billboards, also grocery window cards, street car cards and magazine and newspaper advertising. Above is shown one of the 24-sheets to be used on billboards all over the country.

The exploitation will not be tied up with any particular picture, which will permit adaptation to any community. Nat G. Rothstein, advertising and exploitation manager for Universal, arranged the details of the tieup with Kellogg officials, one of which will be co-operative plans whereby the 700 field men will be aided by Universal exploitation men and exchange managers. The newspaper advertising will be timed to appear when Universal pictures are being shown locally and where possible on the theatrical pages of the newspapers.

Original Displays Used To Promote "Love"

Attractive and original window displays were used to promote M-G-M's "Love," when that feature played at the Irvin Theatre, Bloomington, Ill. Manager Martin of the Irvin Theatre arranged the tie-up and worked out the details for this display, assisted by an M-G-M exploiteer.

This window flash consisted of a highly ornamented cut-out of Gilbert and Garbo in the windows of the Bloomington Light and Heat Co. This window, on the principal corner of Bloomington, was fitted with a large heart, twelve feet high, surmounted by the cut-out of the stars, taken from the twenty-four sheet, and above this were the names of the two players in large cut-out letters. Three graduated hearts appeared inside of the large heart, and on these were printed, in cut-out letters the title of the film. All the cut-out letters were sprinkled with broken mirrors, and from corners of the display flasher lights were thrown on these letters. It made a striking display. Colored paper ribbons were strewn about the display and it made it all very attractive. Lots of interest was aroused by this display, and it undoubtedly had a great deal to do with the success of the film.



"Student Prince" Ideas Used for McVickers Date

Billing and posting were the strong points of the promotion work carried out by Theatre Manager Gruber of the McVickers Theatre, Chicago, to promote a showing of Metro-Goldwyn-Mayer's "The Student Prince," co-starring Ramon Novarro and Norma Shearer.

Two hundred thousand Balaban & Katz magazines were distributed at the Oriental, Roosevelt, Chicago, Uptown and Tivoli theatres. This covered a period of three weeks prior to opening. Victor record window displays were arranged in eighty of the stores for "The Student Prince" records. These all carried enlarged photos.

Balaban & Katz compiled special orchestrations in their musical department of "The Student Prince," which had been used for three weeks in advance and also was played as an overture in the Chicago, McVickers, and Oriental theatres and as an organ solo at the Roosevelt Theatre. It was also featured in the other six of Balaban & Katz theatres and twelve of the Lubliner & Trintz theatres.

A special broadcasting of the "Student Prince" story by Rob Reel, through KYW, consumed the entire time in the telling of this story. This time is generally given to the Movie Fan Radio club.

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The PICTURE GUIDE

Little Tips on New Pictures

The Crowd

Distributed by M-G-M.

STAR. Eleanor Boardman.

SUPPORT: James Murray, Bert Roach.

TYPE: Human-interest drama.

TIME: Present.

LOCALE: New York City.

LENGTH: 8 reels.

SYNOPSIS: John is one of the great army of clerks in New York. He has to work hard to make a living, and is ambitious to make a success in life. He becomes enamoured with a shop girl, and the two romantically marry without thought of the future, spend a honeymoon at Niagara Falls, return to New York and fall into a rut. Finally John makes rapid progress in the advertising business. They have a new home, a new maid, and a new baby—their first-born having been crushed under the wheels of a huge truck. There is at last laughter and hilarity. Over the crib the two meet in an embrace. They have left the "crowd" behind, and are on the high road to success, with a happy future in store.

HIGHLIGHTS: The everyday life of a big city. The real flashes of American industry in the East.

Love Me and the World Is Mine.

Distributed by Universal.

STAR: Mary Philbin.

SUPPORT: Norman Kerry.

TYPE: Spectacular tale in Viennese atmosphere.

TIME: Before the war.

LOCALE: Vienna.

LENGTH: 7 reels.

SYNOPSIS: Hanerl, an orphan, is shy and inexperienced.

Her beauty and innocence impress a young officer and he makes love to her.

The death of her uncle soon after makes a change in her life. She defies her overbearing aunt and goes to Vienna where she lives with Mitzel, a fast living young woman. It happens that the gay Mitzel has numbered among her conquests the same Lieutenant Von Vigilati who is the idol of the countrys girl's dreams. Finding that she has lost her man, Mitzel determines that Agnes shall not have him either and succeeds in stirring up resentment and distrust that separtes the lovers.

A wealthy old bachelor takes pity on Agnes. The old man proposes marriage and she consents.

Elaborate preparations are made for the wedding. Vigilati then meets Mitzel, who tells him of Agnes' whereabouts. He goes to her and declares his love on the eve of the outbreak of the world war. She sends him away, but just as he is about to entrain for the front, she rushes to the station and creates such a disturbance in the general staff that permission is granted the lieutenant to take a short leave and marry the girl.

HIGHLIGHTS: Foreign settings, action.

Tiffany-Stahl has signed Belle Bennett for four more pictures. So far she has starred in Two Tiffany pictures, "Wild Geese," and "The Devil's Skipper."

Picture Shows

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The Princess Model popcorn machine is doing everything you claimed it would do for a theatre and more. **I should have had one years ago.**

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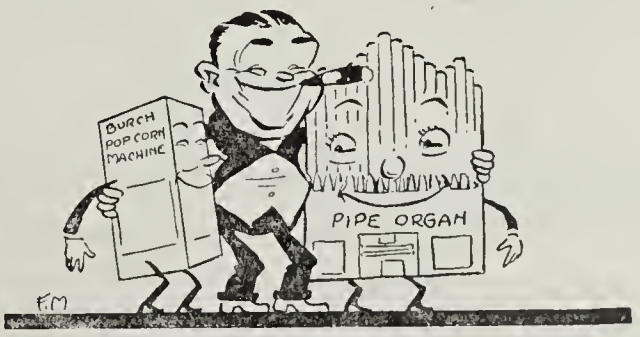

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Diamond Theatre, Lake Odessa, Mich.

Mr. Picture Show Owner, write today for circular on how You Too can double your income with a Burch Popcorn Machine

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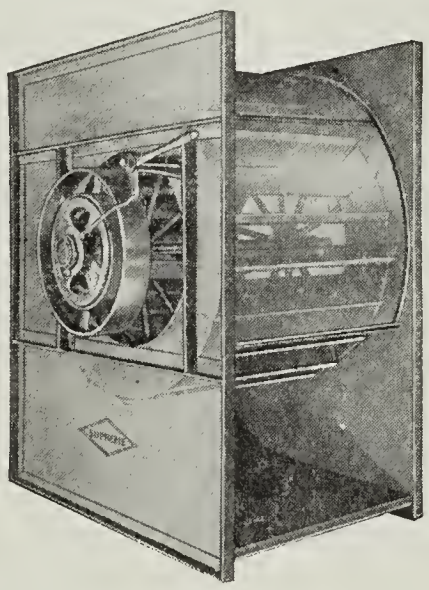

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SHORT SUBJECTS

Spice of the Box Office

Count Me Out

Educational—One Reel

A Cameo comedy with many gags and a great deal of action crowded into a single reel. Barney Hellum is the star comedian of the subject. Barney is a farm hand and is in love with the farmer's daughter. But the father insists she must marry a prize fighter. Barney mistakes a little short fellow for the fighter and challenges him to a fight, the winner of which is to have the girl. But the little fellow is only the fighter's trainer and Barney finds himself pitted against a towering brute. Barney is forced to use stilts, roller skates and many other means in order to win the fight and the girl. The idea is old but this seems to measure up to a good laugh getter.

The Smile Wins

Pathe—Two Reels.

"Our Gang," in a type of comedy that borders on comedy-drama. A bit of pathos is worked in to good effect. Farina's mother is about to be put out of the house by the irate landlord who demands $200 the next day. The gang learns of the conditions within Farina's house and they decide to do their bit to relieve the poverty of the woman. Knowing the value of oil wells the gang begins to dig in the back yard for an oil pool. Suddenly their drilling brings a gusher and when the landlord sees the oil he rushes to Farina's mother with a check for $50,000. The woman rushes to the bank and cashes the check. When she returns, she sees her landlord in a scrape with a neighbor who declares that the landlord had drilled a hole in his pipe line. Farina, in the meantime, is living a life of luxury, having a chauffeur and all means of idleness.

Smith's Farm Days

Pathe—Two Reels

The Smith family—Raymond McKee, Ruth Hiatt, and Mary Ann Jackson are seen again in this Sennett two-reeler. The action takes place on a farm belonging to Smith's uncle. Smith takes the family to the farm for a vacation. The maid tells Mary Ann that Biblical story of Noah and his ark which impresses the child so much that she decides to enact the story in real life. While her folks are away Mary Ann drives all the animales she can find into the house which serves as the ark. Horses, geese, mules, chickens, and pigs run wild over the place and Mary is having a wonderful time until the folks return home.

Secrets of the Sea

M-G-M—One Reel.

Ufa offers an interesting novelty from Germany. This subject takes the audience into the laboratory of a German scientist who shows a pail of sea water. The camera is placed over the powerful microscope and the thousands of microscopic sea organisms are seen. Under-sea life in abundance is before the eye.

The King of Hearts

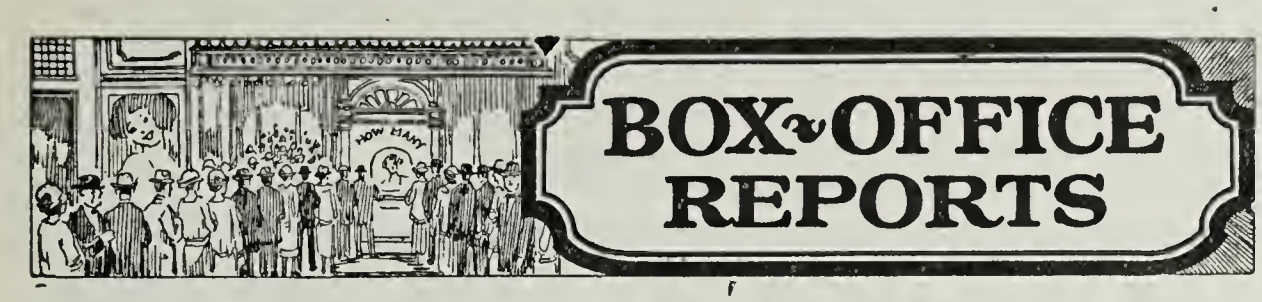
Universal—Two Reels.

Dick O'Malley, a Northwest Mounted Policeman, stumbles upon a gypsy camp in the woods. He rescues Marie, a pretty member of the gypsy band from the advances of Pietro, a gypsy whom she is being forced to marry. The band moves on and Dick meets a rancher, who accuses the gypsies of stealing his horse. The mountie follows and inspects their horses. He discovers their ruse—they have painted the stolen horse's head black. He starts to place them under arrest and is attacked and knocked over a cliff. When he comes to his senses the gypsies are gone. He chases them and finds a necklace on the road that Marie has dropped to guide him. He overtakes them in a deserted cabin and after a terrific struggle holds them at bay until other mounties, sent after Dick by the rancher, arrive. Marie, overjoyed, leaves the band and becomes Dick's wife.

The Newlyweds' Advice

Universal—Two Reels.

Snookums' daily dozen puts him on his toes and ready for business. While he is lunching a monkey hops in the window. Snookums invites him to lunch and before long they have wrecked the place. The Newlyweds planned to visit the bazaar so leave the house in a mess and hurry off with Snookums. The bazaar is just pie for Snookums and he gets himself and everyone else into trouble. Finally he gets himself caught in a bunch of ballons. Before they bring him to earth the bazaar is unfit for business and the Newlyweds dash for home with their naughty kid.



COLUMBIA

Bachelor's Baby, Helene Chadwick.—A real comedy; a good drawing power.—J. M. Kudrna, Golden Rule, Medicine Lake, Montana.

The Kick-Off, George Walsh.—A good football picture, but no good for the country.—J. M. Kudrna, Golden Rule, Medicine Lake, Montana.

Bachelor's Baby, Helene Chadwick.—Good picture; very well received. Print good.—V. C. Tustison, Broadway, New Haven, Ind.

Poor Girls, All Star Cast.—Everybody liked it. Print good.—Manager, Apollo, Anderson, Ind.

Isle of Forgotten Women, Conway Tearle.—Dandy picture. No kick on this one. Print good.—W. E. Lawless, Empire, Milan, Ind.

The Warning, Jack Holt.—We consider this picture-story and setting very good; should draw in any house.—Sam Dreyfus, Princess, Terre Haute, Ind.

FBO

Moon of Israel, Maria Corda.—Was exceedingly pleasing to my patrons. This is an exceptionally spectacular picture. All towns should play a picture of this type as it will create moving picture customers. Played to big business with an increase on the second night.—H. H. Daniels, Reel, Oswego, Kas.

FIRST NATIONAL

The Noose, Richard Barthelmess.—Best picture for a year. Acting and directing perfect. Pleased 100 per cent.—Manager, Lyric, Hartington, Nebr.

Texas Steer, Will Rogers.—Roger's name drew them in. Fair picture.—Manager, Lyric, Hartington, Nebr.

FOX

Outlaws of Red River, Tom Mix.—Good Mix picture.—Manager, Lyric, Hartington, Nebr.

METRO-GOLDWYN

The Latest From Paris, Norma Shearer.—A knockout; pleased and drew.—Manager, Lyric, Hartington, Nebr.

Divine Woman, Greta Garbo.—Good picture, but don't think it is a small town bet.—Manager, Lyric, Hartington, Nebr.

Law of the Range, Tim McCoy.—Good western; pleased 100 per cent.—Manager, Lyric, Hartington, Nebr.

Buttons, Jackie Coogan.—Good Coogan picture; pleased everyone.—Manager, Lyric, Hartington, Nebr.

PATHE

Wreck of the Hesperus, Allan Hale.—Name drew well, and gave satisfaction.—Manager, Lyric, Hartington, Nebr.

The Forbidden Woman, Jetta Goudall.—Good picture, but didn't register at the box-office.—Manager, Lyric, Hartington, Nebr.

The Leopard Lady, Jacqueline Logan.—Pleased everyone and drew well.—Manager, Lyric, Hartington, Nebr.

The Main Event, Very Reynolds.—Best fight picture I've shown.—Manager, Lyric, Hartington, Nebr.

Let 'Er Go Gallagher, Junior Coghlan.—Very fine picture; pleased 100 per cent.—Manager, Lyric, Hartington, Neb.

WARNER BROS.

Third Degree, Dolores Costello.—Warner pictures are proving a great success here, and I feel that I was in luck that your salesman got me first.—R. M. Spencer, Electric, Muscotah, Kas.

Frank Capra Pictures Featured by Columbia

Columbia Pictures announces that it has exercised its option on Frank Capra's services and signed the young comedy director on a long-term contract. The new arrangmeent extends over a period of years, and gives the director a salary reported to be on a par with that of the highest paid megaphone wielders. A clause in the contract provides that every feature made by Capra is to be billed as "A Frank Capra Production."

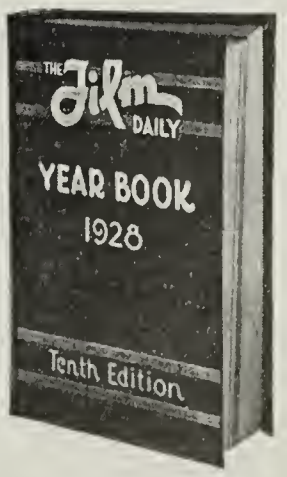
The signing of the new contract followed the completion of "The Matinee Idol," Capra's second comedy for the company. His previous mirth makers, "That Certain Thing" and "So This Is Love," are being praised as outstanding attractions.

Frank Capra is considered today one of the screen's ace comedy directors. Although a comparative newcomer and one of the youngest in his profession, he is equally adept at writing and directing farce, and has contributed stories to Roach, Sennett and First National. Capra was responsible for most of Langdon's feature length vehicles. The comedian's "The Strong Man," which Capra both wrote and directed, was listed among the ten best pictures of 1926.

Mr. Capra has been loaned to M-G-M to direct a Dane-Arthur production. Immediately upon its completion he will return to the Columbia lot to start work on a new comedy.

Practical Showmanship Ideas

Pages and pages of showmanship ideas are to be found in the FILM DAILY YEAR BOOK which is now being distributed FREE to all subscribers to THE FILM DAILY. This is only one of the important features of this volume of over a thousand pages. A book which should be at the finger tips of everyone in any way interested in motion pictures. Have you received your copy. 1000 pages of valuable information, clothbound, stamped in gold. The only book of its kind published. Subscribe NOW—



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FOR SALE—Wurlitzer style G theatre orchestra or will trade for two reflecting arcs. B. W. Merrill, Edgar, Neb. P3t—3-31-28

NATIONAL high intensity carbons; 1,000 13.6 m-mx20 in. and 1,000 7-16 x9 in. Total 2,000 carbons $325 f.o.b. Atlanta. Thos. F. Callahan, 1296 Murphy ave. S. W. Atlanta, Ga. P3t 3-31

Satisfaction guaranteed. Rebuilt Powers Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

300 Brand new opera chairs Mahogany finish 19" wide very strongly built. $4.25 value for $2.50. Photo and details on request. C. G. Demel, 845 South State, Chicago. P2t—3-24-28

FOR SALE—Moving picture theatre equipment. 500 opera chairs, 2 projection machines, etc. C. T. Schacht, Durant, Ia. P1t—3-17-28

FOR SALE—Bartola Pipe Organ. Used Wurlitzer Pipe Organ, model U, very reasonable. Cremona Pipe Organ used or new, Reproduco Pipe Organs. Address S. B. McFadden, Havana, Ill. P1t—3-17-28

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SHIP us your second hand Powers, Simplex, Motiograph, Royal, Edison, Holmes, Acme, DeVry. Cameras, Spotlights, Generators. Any theatre equipment. We pay highest spot cash prices. Monarch Theatre Supply Co., Memphis, Tenn. Ctf

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MANAGER, or assistant. Capable young man, 23. 7 years' experience. Knows the business thoroughly. Any size of theatre, and anywhere. Best reference ability, and unquestionable character. Salary reasonable. Write Postoffice Box 2, Columbus, Mich. 1t—3-17-28-nc

OPERATOR—Two years experience with Simplex; married; non-union; reference, prefer Southwest. P. O. Box 403, Huntington, Ind. P1t—3-17

THEATRES FOR SALE

FOR SALE OR TRADE—Princess Floating Theatre now in harbor at Beverly, Ohio. Fully equipped for dramatic productions, picture presentations with rooming facilities for eighteen people. Established territory. Other business occupies owner's time. Wire or write. Norman Thom, Beverly, Ohio P1t-3-17

THEATRE—Atlanta, Ill. Population 1200; capacity 200 seats; two Powers machines, compensator, rectifier, pans, complete. Now running. Sacrifice for $500. E. B. Noble, McLean, Ill. P1t 3-17

FOR SALE—Two theatres, White Pigeon and Burr Oak, Mich., 18 miles apart. C. A. Kelso, Angola, Ind. C1t 3-17

FOR SALE—Thriving old established motion picture circuit, located in northern Illinois. Will sell at great sacrifice on account other business. For particulars write, S. J. Rhodes, Lanark, Ill. P2t—3-24-28

FOR SALE—Brick building and equipment. 7 day Ohio town 1800. Seats 200. Bargain. Address B. H. R. Associated Publications, Kansas City, Mo. P3t—3-31-28

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250 Seats, modern equipment, Illinois town 1,200 population. 10 smaller towns radius 10 miles, no competition. 6 day town. No lemon, a money maker, $3,000 Address Box R.P. Associated Publications, Kansas City, Mo.

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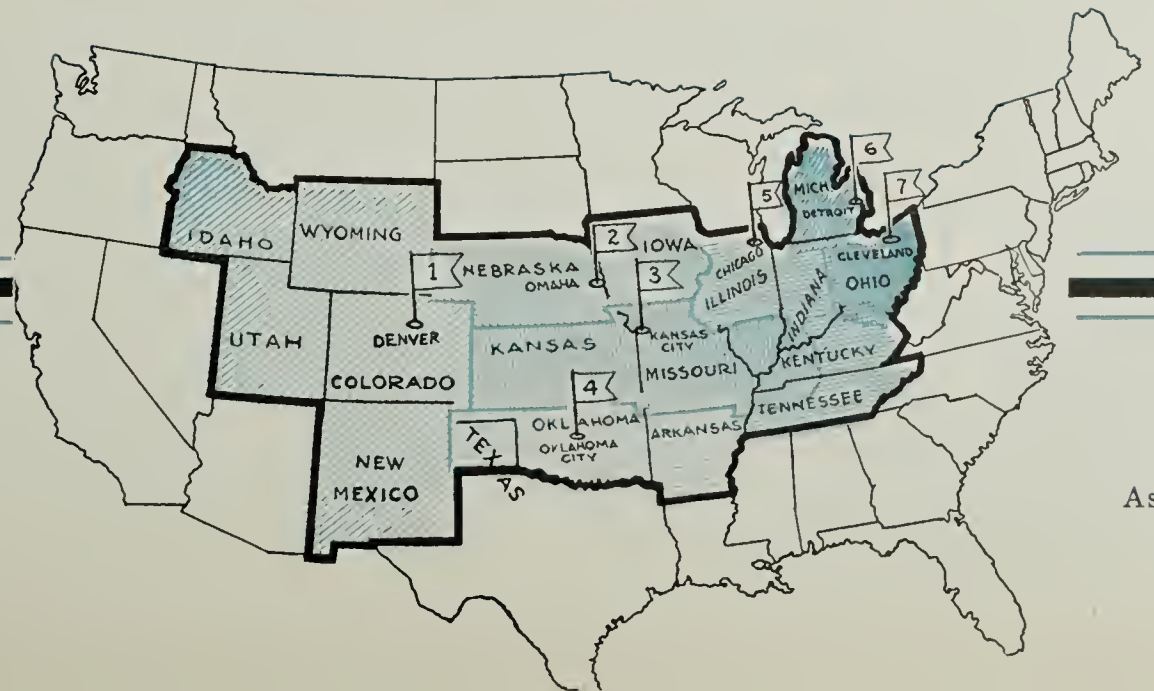

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In this Issue: KINE-QUIPMENT

MOVIE AGE

Volume VI — OMAHA, NEBR., MARCH 24, 1928 — Number 18

Motion Picture News
THE FACTS!
Imagine! All these box-office reports are from just one issue of Motion Picture News—
METRO-GOLDWYN-MAYER

LEO, THE LION SAYS: *"The richest exhibitors in America all play M-G-M pictures."*

THE FACTS!

Imagine! All these box-office reports are from just one issue of Motion Picture News—

NEW YORK, N. Y.
"'*The Crowd*' demonstrated that M-G-M's shift of this picture from the Capitol to the Astor was a wise move."

MILWAUKEE, WIS.
"'*Baby Mine*' at Merrill very popular and did good business. '*Divine Woman*' very well attended at Wisconsin."

DES MOINES, IA.
"'*Latest from Paris*' won much favorable comment. Norma Shearer is making firm friends with such pictures."

ALBANY, N. Y.
"Leland played to standing room night after night with Lon Chaney's '*London After Midnight*'."

MINNEAPOLIS
"'*West Point*' at Grand for second-run showing once more proved itself first-rate box-office attraction."

SAN FRANCISCO
"'*Student Prince*' in second week drew many to California Theatre."

ATLANTA, GA.
"Lon Chaney in '*The Big City*' drew large audience to the Grand."

OTTAWA, CAN.
"Regent had another big week with '*Big Parade*,' a come-back run." "Imperial had third local presentation of '*Ben-Hur*' and another success was registered."

stick to the boys who never stop delivering

METRO-GOLDWYN-MAYER

A Business Magazine for the Film Trade in Iowa and Nebraska

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HAROLD LLOYD
in "Speedy" (*Lloyd Prod.*)

"LEGION OF THE CONDEMNED"

Emil Jannings
"THE LAST COMMAND"

"GENTLEMEN PREFER BLONDES"

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"TILLIE'S PUNCTURED ROMANCE"

"OLD IRONSIDES"

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"STREET OF SIN"

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Paramount Pictures

the
whole show
from
motion picture
headquarters!

EDITORIAL COMMENT

The Modern Trend

TIME and tide wait for no man. That is an old saying that may be aptly applied to the business of showing motion pictures. The wheels of industry turn ever onward and the men within the industry must keep apace of them all the time or they are left behind.

The motion picture theatre is yet a young institution. It is still experiencing "growing pains." In the larger cities theatres have "matured"—they have even moved years ahead—but in the smaller towns the smaller theatres still have their greatest growth ahead of them. The trend of the times—with good roads, the automobile and other facilities and competitive attractions — has demanded that the old "store-room" show become modernized in its dress.

To be a successful enterprise the small town theatre must today present its attractions in an atmosphere of clean environment. Its seats must be comfortable; its air fresh; its appointments up-to-date; it must, to meet the competition of the better theatres that have been made so easily accessible by paved roads, give its patrons a structure that is at least favorably comparable. It need not be a miniature reproduction of the Roxy or the Chicago, but it does need to be modern.

It has been freely stated in some quarters that the small town theatre is "doomed." True, it may be, that the antiquated small town theatre is destined to pass out, but it will be replaced by the newer modern structures that the public and the times demand and that assure a perpetuation of this "backbone" structure of a great industry.

To the end of serving the small, independent theatre owner, by giving him information and guidance in the choice of equipment and material for the improvement of his theatre in keeping with the demand of the modern trend, we have with this issue of this publication created a new department. This new section will be known as KINE-QUIPMENT and it will be a part of this publication once every four weeks.

Space limited the contents of the first issue of this new section. Many more and interesting features and articles are planned for subsequent issues. If you are at all interested in the improvement of your business, read KINE-QUIPMENT. We invite your criticisms and suggestions. If there is some special information that you wish to have with particular regard to your equipment, building or re-building problems we shall be pleased to be of service to you wherever and whenever we can. Address all such correspondence to the KINE-QUIPMENT Editor and it will receive prompt attention.

* * * *

Silence IS Golden

THE radio broadcast that was recently given by the Dodge Brothers Motor Company was said to have had 30 millions listeners. That figure might be questioned, but there is no doubt that among the many millions who did listen in there were many millions of movie fans. Undoubtedly every theatre in the country had a poor attendance that night.

Now come Dodge Brothers with another radio program on which will appear some of the screen's greatest stars. We'll venture to say that on that night radio will have its greatest audience. Business will probably drop to almost nothing at theatres throughout the country. Exception to this kind of publicity has been taken by R. F. Woodhull, president of the M. P. T. O. A., and rightly so.

Doubtless the motion picture industry will be greatly benefited by this radio tie-up. The loss of business on one night means very little, if, as a result of this publicity tie-up, it is made up on other nights. But there is so great a tendency on the part of the people of this business to outdo one another that it is not far-fetched to expect radio programs with half a dozen or more stars to continue right along.

The tie-up is a fine one—if it is not carried too far. An occasional "appearance" on the radio of a prominent motion picture celebrity with a well-prepared talk can do the industry a lot of good. But the presentation of an entire studio of stars will do the exhibitors of the country a great injustice, and there is the possibility of an unfavorable turn against the industry as a whole.

The silence of the stars of the silent drama has kept the illusion that is keeping many of them famous. For many of them to get up and speak before the microphone recalls the little saying: "It is better to keep silent and be thought a fool, than to open your mouth and remove all doubt."

—BEN SHLYEN

MEMBER OF THE FILM GROUP ASSOCIATED PUBLICATIONS

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285

E. P. SMITH
Des Moines Manager
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Single Copies 10 cents.

New Universal Manager Of Wide Film Experience

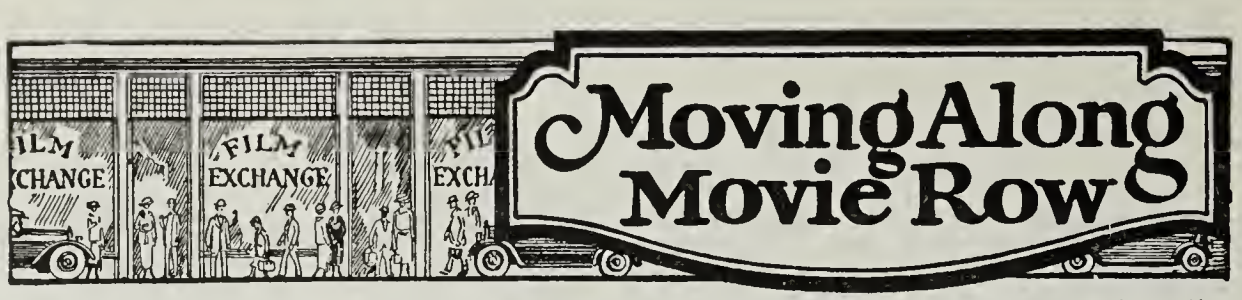
The new manager of Universal's Omaha branch, Charles Davie, who recently assumed charge, is an executive of wide film experience. His last connection was as manager of the Universal exchange at Detroit, where his career began in 1907 as an usher in a John H. Kunsky playhouse.

Charles Davie

Starting in at the bottom with Kunsky, he became manager of four houses of that group. He then entered the distributing end and opened the Wolverine Film Co., which he operated for three years. Later he was one of the organizers of the Metro Film Co., but shortly sold his interests and retired from the film business for two years.

Mr. Davie spent eleven months in France as a soldier and upon his return became city salesman for Mutual in Detroit. He later joined Universal and worked in Des Moines, Minneapolis and Detroit, in the latter place as manager.

George Bronson who operates a theatre at Tabor, Ia., gave a free show last Thursday night at which a collection was taken up for the Robin fund. We wish to congratulate Mr. Bronson for the undertaking and also Paramount, who donated for the occasion a good comedy, "Ten Modern Commandments."



A big fire in the Barker block last Tuesday evening went rather hard on the movie houses as almost half of Omaha was gathered on the corners watching the flames. No one on Movie Row seems to have missed the excitement. Even Cal Bard got up out of a sick bed to join the gang.

* * *

Clarence F. Craig, Universal's projectionist, was married Saturday to Miss Pearl M. Williams of Kansas City. They will reside in Omaha.

* * *

Frank Brodky has just finished a ten day sales trip for Gotham pictures and reports business very good.

* * *

Phil Monsky has just completed a deal with the World Realty Co., by which Go-Pony races will be staged in all the World theatres in Omaha.

* * *

George Haupt, assistant organist at the Rialto Theatre, was seriously injured in an auto collision last Saturday night. Mr. Haupt was unconscious for a long period but is now steadily improving.

* * *

Irving Beck of the Moon Theatre at Wilbur, Nebr., called along Movie Row last Monday.

* * *

George Wellfonder started out as special representative for Columbia this week. Mr. Wellfonder will have both the Nebraska and Iowa territory.

* * *

Movie Row has been quite musical since the U. S. Theatre Supply Co. installed its new Synchrophone. The music can be heard throughout the building, as well as on the street.

* * *

The Fox News camera man from Chicago was in Omaha for a short time last week on his way to Shenndoah, Ia., where he took some shots of Governor Adam McMullen of Nebraska, speaking over the radio about the McNary-Haugen bill.

* * *

Harry R. Cantwell, who came to Omaha from New York, is a new salesman on the United Artists staff. Harry is a mighty entertaining fellow and we understand dramatizes the pictures for exhibitors.

The First National office has just finished a seige of redecorating. The colorful walls are quite a novelty along movie row.

* * *

Ed Cohen has resigned his position as salesman on the Fox staff.

* * *

Al Steffes of Minneapolis, president of the Northwest theatre owners association, made a short visit to Omaha over the week end.

* * *

F. Jenkens of the Community Theatre at David City called on the exchanges last week.

* * *

Charles Prokop and Bob McCreery, of the Rex Theatre at Wahoo, Nebr., made a trip in to the exchanges last week.

* * *

Ted Bryant of the Eastern Iowa Theatre Corp. at Anamosa, Ia., was in Omaha last Tuesday. This is the first time we have seen Ted for a long time.

* * *

H. H. Du Bois, Columbia auditor, is leaving Omaha after a stay of several months. His next stop will be in Kansas City.

* * *

Erle Neu of Carroll, Ia., has bought the Strand Theatre from Joe Staak.

* * *

Floyd Wolfe of the Nelda Theatre at Lynch, Nebr., called on Movie Row this week.

Buy Two Theatres

Among those who transacted business along Movie Row the first of the week were W. E. C. Becker and W. S. Birdsall, managers of the B. B. Theatre at Ashland, Nebr. Clarence Frasier of the Joyo and Jewel theatres at Havelock, Nebr., and O. M. Moss and J. H. Smith of North Bend, Nebr., Messrs. Moss and Smith, formerly of Ashland, have recently taken over the management of both the Star Theatre at North Bend and the Liberty at Morse Bluff. They are remodeling and redecorating their house at North Bend, putting it into firsht class shape. They are also planning for several changes of program at Morse Bluff each week, in place of presenting only Sunday shows there. All of the above named exhibitors report pretty good business, all things considered.

Ground was broken this week for the new theatre at Manchester, Ia. The work on the building is to start at once and be completed before fall.

* * *

Many Iowa theatre owners are happy at this time of year because the basket ball season is over. Basket ball games are so universally attended in some towns that the picture show suffers greatly. The life of the small town theatre owner is just one thing and then another and we are all glad the most of them only come once a year.

* * *

Joe and Myer Stern, of the Exhibitors Poster Exchange, Des Moines, are in New York this week on a business trip. The Stern Brothers were formerly with Columbia Pictures at Omaha and Des Moines.

* * *

The management of the Orpheum has inaugurated a new policy, beginning this week. The Des Moines house is to be linked with the Keith-Orpheum group and will institute a policy of two shows daily except Saturday, Sunday and holidays. A part of the house will be reserved during the five weekdays, with seats offered two weeks in advance.

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Consult Our Theatre Department

W. E. Banford, Des Moines manager for M-G-M, has been sick with influenza for the past two weeks and was in quite a serious condition. He is improving somewhat this week and will probably be back at his office within a few days.

* * *

Harry Frankle, manager for FBO at Des Moines, is back on the job after a two weeks' battle with old man flu.

* * *

Many Iowa theatre owners are taking an active interest in spring elections because of the opportunity offered for Sunday shows with the election of more liberal town councils. Corydon and Montezuma are towns expecting a more favorable condition.

* * *

Mr. and Mrs. A. W. Sage, of the Rialto Theatre at Adel, were in Des Moines on business Monday of this week.

* * *

John Foresman, of Jewell, was transacting business on Film Row last Saturday.

* * *

C. C. Dunsmoor, of the Legion Theatre at Marshalltown, was in Des Moines Monday on business. Mr. Dunsmoor is one of the live wire exhibitors of the state and has a reputation for putting over all the big ones with a big bang. They do not make them too big for Charlie and he sure knows how to exploit them.

* * *

Harry Weinberg, president of the Central States Theatres, Inc., spent Tuesday of this week at Mason City, where his company operates the Palace and Bijou.

* * *

E. N. Neu, of the Neu Theatre at Carroll, recently purchased the Strand and Royal theatres of that town from Joe C. Staak. Mr. Neu built a very fine house at Carroll about a year ago and with the purchase of the other houses he will no doubt confine his operations to his own house and the better one purchased of Mr. Staak, which should amply take care of the business.

Mr. Scalaro, of Mrs. Joseph Scalaro and Sons, of the Olympic Theatre at Cedar Rapids, was in Des Moines Monday looking after business. The Scalaros have been in the theatre business in Cedar Rapids for many years. and have been very successful exhibitors.

* * *

Paul T. Lee, a special representative for Pathe, has been working at the Des Moines office of that company this week.

* * *

Tom Arthur, of Mason City, spent Tuesday around the Des Moines film exchanges. Mr. Arthur has owned and operated the Cecil Theatre at Mason City for more than twenty years. During that time he has changed his policy with popular demand and has always been a successful showman. He is using a combination policy with four acts of vaudeville on Saturday and Sunday and straight pictures the other five days. His week-end program draws many people from forty and fifty miles around.

Sam Schwarz Is Mourned By Des Moines Filmdom

Many exchange and theatre people were shocked with the news on Monday of the sudden death of Samuel S. Schwarz. Mr. Schwarz has lived and worked in Des Moines for nearly twenty years, and was connected with the A. H. Blank interests in some capacity the greater part of that time.

For many years Mr. Schwarz was with First National in an executive capacity and prior to the organization of that company represented Mr. Blank in various ways at Kansas City, Omaha and Des Moines. Sam Schwarz was loved and admired by everybody in the Des Moines territory because of his high ideals and splendid personality. He gave his life to the industry and died before his time because of his intense application and hard work.

Some weeks ago he suffered a serious attack of influenza and never completely recovered. Mr. Schwarz is survived by his wife and three daughters, who have the sympathy of everybody connected with the industry in Des Moines.

C. D. Struble Joins the Associated Publications

Former Executive of National Theatre Supply Co. and Has Been in Picture Business 21 Years

C. D. STRUBLE, who until recently has been connected with the general offices of National Theatre Supply company, in an executive capacity, has joined the organization of Associated Publications, Inc., as vice-president and business manager. Mr. Struble, in addition to handling the business and financial end of the organization, will act in the capacity of associate editor at the general offices in Kansas City.

With a background of 21 years of experience in all branches of the motion picture industry, as a theatre owner, as an exchangeman, and as a theatre equipment dealer, Mr. Struble will prove a valuable addition to our staff. Starting in the business way back in the earliest days when moving picture theatres were "nickelodeons," he has grown up with it, as it were, and has seen it emerge from the chaotic stages of the early times to become one of the four great industries of the country.

In 1907, Mr. Struble entered the business with the Yale Amusement company of Kansas City, who at that time operated a string of theatres and penny arcades in Kansas City. In 1908 he opened the Monarch Film exchange in Oklahoma City for that company, later acquiring a string of theatres in Oklahoma on his own account. In 1913 he returned to Kansas City as branch manager for General Film company, which position he held for several years. After the breakup of that company he became associated with the late A. D. Flintom in the distribution of independent feature films, and upon his death entered the equipment branch of the business, establishing the Yale Theatre Supply company in Kansas City, which was well and favorably known as the distributor of Simplex projectors in the Kansas City and Oklahoma City territories. He continued successfully in this line for several years, when, with the formation of National Theatre Supply company, his business was taken over and he became the secretary of that organization.

At its annual convention held in Milwaukee in 1925, Mr. Struble was honored by being elected to the presidency of the Association of Motion Picture Equipment Dealers of America, and during his year in office did much to bring about improved conditions in that branch of the industry. He is a member of the Society of Motion Picture Engineers and has a host of friends throughout the entire country in all branches of the industry. He is a man with much practical knowledge of the motion picture business, and Associated Publications is greatly pleased to be able to announce him as a member of its staff.

C. D. STRUBLE

High M-G-M Production

With nine pictures actually in production and a like number scheduled to get under way before the end of March, activity at the M-G-M studio has reached a point that establishes a new record for this season of the year. The cameras started grinding on three new films during the past week: "The Dancing Girl," with Joan Crawford, Dorothy Sebastian and Johnny Mack Brown in featured parts; "Diamond Handcuffs," with Eleanor Boardman, George Cooper, Dorothy Sebastian and Sam Hardy in prominent roles; and a new vehicle for Flash, M-G-M canine star, whose "Under the Black Eagle" is a March release.

Jessel to Make Two

George Jessel has been signed by Tiffany-Stahl to appear in "George Washington Cohen" and "The Schlemiehl." Continuities are now being written and it is thought that Jessel will start on his first picture within a short time.

"King of Kings" Wins Tilt With Memphis Censors; Judge's Ruling Is Broad

Judge A. B. Pittman of the circuit court of Memphis, Tenn., on March 9 made a ruling in connection with the showing of "The King of Kings" in that city that is bound to have a wide influence in future conflicts between censor boards and exhibitors, distributors or producers. He ruled that the picture should play at the Lyric Theatre in Memphis without interference from the censors, and set a precedent before unknown in the legal history of Tennessee by stating it to be his opinion that a court of law is empowered with authority to review the actions of any censor board, and pass final judgment as to whether a drama, film or act was good or bad from the standpoint of public welfare and safety. The court found that there is nothing in this screen version of the life of Jesus that "is likely to stir up religious or racial hatred, or prove inimical to public welfare."

For the whole week De Mille's great picture had been the cause of a battle which was fought to the last ditch, on the one side by the censors and their legal adviser, Capt. Walter Chandler, the city attorney, and on the other by John C. Flinn, vice-president of Pathe, and Vincent Carline, manager of the Lyric Theatre. Mr. Flinn stated at the outset that sooner than make even one cut of one frame from the picture, he would carry the case to the last court, and in this he was seconded and backed by Manager Carline. The weight of opinion that decided Judge Pittman's ruling was that the picture was inspiring to the last degree.

The censors won the first round of the battle when Chancellor D. W. De Haven had ruled that he could not issue an injunction, and the the manager and the picture had redress in certiorari proceedings. The board of censors then ordered the Lyric Theatre closed, but attorneys for the theatre immediately applied to the circuit court and were granted a temporary writ of supersedeas by Judge Pittman. This writ was in effect an injunction, and by the final ruling was made permanent, which left both censors and police powerless.

Judge Pittman in his extemporaneous opinion, described by Memphis papers as "brilliant," stated that the trial was the most remarkable heard from his bench in his 23 years' experience, and that he had listened to more intelligent witnesses in the case than in any one lawsuit in his remembrance.

(Continued on page 19)

Many Changes Forecast In Production Methods Of West Coast Studios

An intimate glimpse into the production end of motion pictures will be afforded the Society of Motion Picture Engineers, when it holds its spring meeting at Hollywood, starting April 9. All of the large studios will be open to the visiting engineers, an opportunity that few of them would have as individuals.

The motion picture studios are going through a revolutionary period, passing to a sound, scientific engineering basis of operation. Indicative of this is a $150,000.00 test which is being conducted, comparing various lighting equqipment and methods, as well as different makes of film. This entire work which has involved the taking of 70,000 feet of experimental film, is to be summarized and presented at the convention.

It already is quite evident that studio lighting is going over to Mazda lamps. This change will involve, during the next year, the scrapping of a very large amount of equipment, and replacing it with new apparatus. At the convention will be thrashed out the need for new lenses corrected for Mazda lighting and panchromatic film, new color filters, the replacing of D. C. motor generator sets with 115 volt A. C. equipment in the studios, the design of new types of lighting equipment, the formation of a research laboratory for the motion picture industry, automatic machine development of negatives, etc.

The three organizations on the Coast: The Motion Picture Producers and Distributors of America, the Academy of Motion Picture Arts and Sciences, and the American Society of Cinematographers, are extending themselves to make the meeting a memorable one. It is estimated that there will be at least 400 in attendance at the banquet, with rumors of Will Rogers as toastmaster, and addresses by Douglas Fairbanks, Cecil DeMille, Jeanie McPherson, and a skit by Charlie Chaplin in person.

Sight-seeing trips throughout southern California are also being planned in connection with the convention.

Cecil Maberry New Columbia Sales Head

Cecil E. Maberry, for four years located in Chicago as Middle West division manager for P. D. C. and Pathe, has been named as general sales manager of Columbia Pictures. It has been rumored that Mr. Mabeery would become branch manager for Pathe at Minneapolis, but he already has accepted the more important post with Columbia and is now making a tour of the Columbia exchanges.

Prior to his affiliation with P. D. C., Mr. Maberry was five years with the former Goldwyn company as vice-president.

FBO-Pathe Merger Near; Cancel Independent Deals

Increasing probability of the reported merger between FBO and Pathe has been given credence within the past week by news from Hollywood that a number of FBO executives there have been moved over to the DeMille plant and that preparations are being made for the vacation of the FBO studios.

Another report from the West Coast has it that Cecil DeMille is negotiating with United Artists, although it is believed that his contract with the Pathe organization has some time to run. Joseph P. Kennedy, president of FBO, who was called upon to act as "financial advisor" for Pathe, has been in Hollywood for some time and has been in conference in DeMille.

In the reorganization process going on at Pathe under Mr. Kennedy's direction, contracts for all independent producers releasing through Pathe have been cancelled.

Brenon Joins Goldwyn

Samuel Goldwyn and Herbert Brenon are to be associated in a forthcoming picture. Agreements were signed before Mr. Goldwyn sailed for Europe, whereby Mr. Brenon is to direct at least one of Mr. Goldwyn's initial productions when he moves his organization to the enlarged United Artists Studio at Hollywood on April 1. In his new project with Mr. Brenon, neither of his present stars, Ronald Colman and Vilma Banky, are to be involved, according to Mr. Goldwyn.

Pringle Renews Contract

Aileen Pringle has renewed her contract with Metro-Goldwyn-Mayer and will resume her co-starring partnership with Lew Cody, the alliance which proved popular in "Adam and Evil" and "Tea for Three." Miss Pringle will have the feminine lead opposite Cody in the untitled picture which Malcolm St. Clair is now directing, and will also be paired with him in the screen version of George Cohan's "The Baby Cyclone," which Edward Sutherland will direct.

Movie Stars Over Radio Compete With Exhibitors; Woodhull Voices Protest

R. F. Woodhull, national president of the Motion Picture Theatre Owners of America, telegraphed Joseph M. Schenck, president of United Artists, protesting against the participation of motion picture stars in a national hookup of radio stations.

This action was prompted by the proposal of a program for March 28, similar to the "Victory Hour" held a short time ago. Before taking this action Mr. Woodhull wired to exhibitors interests in several parts of the country as soon as he learned of the proposed program. The expressions were against the proposition by a large majority, as the theatre owners have not forgotten the slump in attendance occasioned by the "Victory Hour" in which Al Jolson, Will Rogers, Fred and Dorothy Stone and Paul Whiteman participated.

Upon receipt of this wire Mr. Schenck replied as follows:

> "Extremely sorry your communiaction arrived too late as stars have signed contracts to appear on the air March 29. If it is consensus of opinion of theatre owners that such radio hookup is detrimental to business, I shall see that our stars do not in future take part in a national radio hookup. We thought it would be beneficial and stimulate the interest of public in pictures. Kindest regards."

Mr. Woodhull states that while he regrets Mr. Schenck's position in the matter of having executed contracts, he is pleased to note the assurance that this important matter will be carefully watched in the future. He further states that he hopes all other producers and distributors will investigate any ideas along radio lines with great care before they enter into any contract without considering possible competition to their customers.

"This is just one more shining example of the necessity of a closer cooperation at all times between the wholesalers and the retailers in the motion picture industry," Woodhull said. He further declared he had been assured by many of the producers that they will not encourage any movement that has for its object the appearance of stars before the microphone.

The old Mack Sennett studio on Glendale boulevard, Los Angeles, is undergoing dismantling. The site where Sennett established his fame will be sub-divided into business property.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING MARCH 17

MOON

Law of the Range, Tim McCoy, Joan Crawford.

BUSINESS: GOOD.

AUDIENCE REACTION: Favorable.

SUMMARY: An exciting adventure of the 80's when bad men ruled the plains. McCoy is a Texas ranger charged with the duty of maintaining peace over an area of many hundred miles.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "I'm the Sheriff," Andy Gump comedy.

RIALTO

Old Ironsides, (Paramount), Charles Farrell, Esther Ralston.

BUSINESS: Fair.

AUDIENCE REACTION: Average.

SUMMARY: Adapted from Laurence Stallings' "Old Ironsides," a romantic story of the sea in which the frigate "Constitution" figures prominently. Wallace Beery and George Bancroft do some good funny work.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

Red Hair, Clara Bow, Lane Chandler.

BUSINESS: Very good.

AUDIENCE REACTION: Very good.

SUMMARY: The "It" girl in the role of a gold digger manicurist who puts much comedy and action into this picture.

ENTERTAINMENT MERITS: 90 per cent.

STRAND

Tillie's Punctured Romance, Louise Fazenda.

SUMMARY: A new version of a former screen attraction. A circus goes to France to entertain the A. E. F., and furnishes the comedy action.

ENTERTAINMENT MERITS: 92 per cent.

SUN

Seventh Heaven, (Fox), Charles Farrell, Janet Gaynor.

(Second Week).

BUSINESS: Fine.

WORLD

The Country Doctor, (Pathe), Rudolph Schildkraut.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: A swift moving drama of a self sacrificing country physician in a little New England village.

ENTERTAINMENT MERITS: 80 per cent.

AT DES MOINES THEATRES WEEK ENDING MARCH 17

CAPITOL

Feel My Pulse, (Paramount), Bebe Daniels.

BUSINESS: Excellent.

AUDIENCE REACTION: Excellent.

SUMMARY: The story of a wealthy widow who gets into a lot of trouble and finds adventure a plenty when she gets into a nest of bootleggers. Interesting and entertaining.

ENTERTAINMENT MERITS: 85 per cent.

DES MOINES

Patent Leather Kid, (First National), Richard Barthelmess.

BUSINESS: Very good.

AUDIENCE REACTION: Excellent.

SUMMARY: A story of a hard-boiled pugilist who has to go to war and unwillingly joins the tank corps. Some very spectacular war scenes.

ENTERTAINMENT MERITS: 95 per cent.

ORPHEUM

A Girl in Every Port, (Fox), Victor McLaglen.

BUSINESS: Excellent.

AUDIENCE REACTION: Very favorable.

SUMMARY: The adventures of a roaming Lothario who fought and loved his way through the ports of the seven seas.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

Across the Atlantic, (Warner Bros.), Monte Blue.

BUSINESS: Fair.

AUDIENCE REACTION: Favorable.

SUMMARY: An aviation story with the heroic Monte crossing the Atlantic in a plane while suffering from amnesia. Not a plausible story, but will probably please in some houses.

ENTERTAINMENT MERITS: 75 per cent.

CURRENT RELEASES

Week of March 25, 1928

EDUCATIONAL

Feline Frolics, Outdoor Sketch, (1).
Listen Sister, Lupino Lane, (2).
Spring Has Came, Monty Collins, (1).
Circus Blues, Dorothy DeVore, (2).

FIRST NATIONAL

Move On, Allan Dwan, (7).

FBO

Breed of Sunsets, Bob Steele, (5).
All Alike, Fat Men, (2).
Newslaff, No. 17, (1).

FOX

Dressed to Kill, Star Cast, (7).

METRO-GOLDWYN

Wyoming, Tim McCoy, (6).
Monarch of the Glen, Oddity, (1).
From Soup to Nuts, Roach, (2).

PARAMOUNT

Something Always Happens, Esther Ralston, (6).
Love Shy, Jimmy Adams, (2).
Love Sunk, Krazy Kat, (1).

TIFFANY

Bachelor's Paradise, Sally O'Neill, (6).
Their Hour, Johnny Harron, (7).
The Medallion, Color Classic, (1).

UNIVERSAL

The Four Footed Ranger, Dynamite, (5).
Ringside Romeos, Arthur Lake, (1).
Some Babies, Charles Puffy, (2).
Watch George, (2).
The Payroll Roundup, Bob Curwood, (2).

WARNER BROS.

Domestic Troubles, Louise Fazenda, (6).

Complete "The Chorus Kid"

Sam Sax, president of Gotham Productions, announces that final shots have been completed on the production, "The Chorus Kid," starring Virginia Brown Faire, and arrangements are being made to get the finished version made ready for release on April 1. The story treats of a high-kicking chorine who decided to polish off her career at a fashionable boarding school. The cast includes Bryant Washburn, Thelma Hill, Hedda Hopper, Tom O'Brien, Sheldon Lewis and John Batten. Howard Bretherton directed.

Des Moines Office Leads In Columbia Sales Drice

The last report received from the contest known as the Columbia Victory Drive, showed that the Des Moines office was leading the entire United States. This contest started February 20 and will continue until April 2.

Manager Ralph E. Peckham is from Detroit, having recently been appointed manager of the Des Moines office. He was in charge of the P. D. C. office for some time in Detroit and is well known in theatricals. He is now making a swing around the state, meeting exhibitors and incidentally talking Columbia.

He is very optimistic about Columbia product, saying the increase in business received the last few weeks from exhibitors in the state of Iowa proves concisely they are much interested in the kind of pictures Columbia is making.

Steffes In Des Moines

W. A. Steffes, president of the North-West States Theatre Owners, and Dr. Schallenberger, of New York City were visitors in Des Moines Thursday of last week. Mr. Steffes is always working for the best interest of the independent theatre owner and believes the Brookhart bill would accomplish some good if passed by Congress. Dr. Schallenberger formerly lived in Iowa and started in the picture business while at Waterloo. He became somewhat famous a couple of years ago because of his offer to Red Grange to make a football picture. "One Minute to Play" was made under this contract and it made plenty of money for a lot of people.

Blue Laws at Ireton

By an ordinance recently enacted by the city fathers of Ireton, Ia., Sunday shows will be under the ban in the future.

Strikes and Spares

"FILM INDUSTRIAL LEAGUE"

	Won	Lost
Metro-Goldwyn-Mayer	46	23
United Artists	44	25
FBO-Warner-Liberty	38	31
Paramount	37	32
Pathe	30	39
Blizzards Fans	14	55

Individual Averages

Comer	184	Nightingale	149
Gorham	179	C. Williams	148
Hensler	175	Von Dollen	144
Cross	167	Fitch	143
Malm	166	Eckart	141
Phillips	162	Connors	141
Weitz	158	M. Monsky	139
P. Monsky	157	Branson	139
Booth	157	Malchaw	137
Barker	156	McCool	136
Danke	155	Trent	136
Doherty	155	Fischer	134
Fridell	155	Willians	134
McLucas	153	Mitchell	130
Bierman	153	Funk	129
Faulds	152	Diamond	125
Fangman	152	J. Harms	125
Howell	150		

High Three Game Total,

Comer ---------- 661

LADIES' BOWLING LEAGUE

as of 3-19

	P	W	L	Pins	Pct.
Fox	57	41	16	24341	.719
FBO	57	40	17	22700	.702
M-G-M	57	23	34	21124	.404
Warner	57	11	46	18282	.193

Individual Averages

Cross	138	Caughey	91
Casper	134	Lonergan	88
Gillen	110	Gilchrest	85
Anderson	109	Molseed	82
Foley	104	Wood	80
Blesh	104	Palmer	78
Frankson	102	Cohn	77
Thortson	94	Trent	75
Nepodal	92	Perrine	65

As the season gets nearer to the close the race for leader gets hoter. Metro-Goldwyn-Mayer and United Artists had a real match last Monday. Although Metro won two games, there was not much to spare.

Fridell, Bangman and Von Dollen rolled three very nice games. Evidently the spirit was more tense, which goes to show they can deliver when they want to.

High totals for the evening were Comer, 601, and Gorham, 598.

FBO-Warner-Liberty cannot win the championship, but they sure can make it tough for the one that does win. They bowl Metro next Monday and United Artists the following week, which will close the season.

The boys have not as yet decided what will be done with the money, but it seems the majority lean towards a banquet. Would be a nice idea to have a big banquet and have the supporters there that gave their space and help to make this a success. Foremost MOVIE AGE.

Are 25 April Releases On Educational Program

Headed by a Big Boy-Juvenile Comedy, "No Fare," and a novelty comedy, "Whoozit," in the Bowers series, Educational Film Exchanges, Inc., has a crowded program for the exhibitor in April. There will be a total of 25 releases on Educational's program during the month, including Kinograms news reel which is issued twice weekly.

Charley Bowers is the star of "Whoozit," which has to do with the trials and tribulations of a janitor in a large apartment house. In "No Fare," the new starring vehicle for Big Boy, the diminutive Educational star is seen in a series of adventures on a train. George Davis is featured in "Kitchen Talent," the Mermaid Comedy for the month. The former stage and circus star is cast in the role of a waiter in a new cabaret.

Lloyd Hamilton appears as a football-playing chauffeur in "Blazing Away. "Slippery Head," the new Tuxedo Comedy featuring Johnny Arthur, tells the story of an absent minded musician. Two Cameo comedies are on the April program. In the first, "Green-Eyed Love," George Hall appears as the principal comedian. He is supported by Estelle Bradley and Ruby McCoy. "Off Balance," the other Cameo Comedy, features Monty Collins in a dual role, that of twin brothers.

There will be two Curiosities subjects released during the month, "Penny Postals" and "All Bear." The first depicts a series of tropical scenes and adventures, each introduced by the brief wording to be found on the average postcard while the second picture is much as the title indicates. "Nicknames" is the title which has been chosen for Lyman H. Howe's Hodge-Podge release.

Three animated cartoons come from the Sullivan Studios, "Felix the Cat in Comicalamities," "Felix the Cat in Sure-Lock Holmes," and "Felix the Cat in Eskimotive." "Hints on Hunting," "A Day by the Sea," are the new Robert C. Bruce Outdoor Sketches.

Warner Studio Resumes

Rin-Tin-Tin is the first star to start work on the 1928-29 program of Warner Bros., which went into production this month on the coast when the studio resumed activities after a temporary shut-down. The first scenes of his new vehicle, temporarily titled "The Land of the Silver Fox," were shot on March 1. The cast includes Leila Hyams, Carroll Nye, John Miljan and Tom Santschi.

N-E-W-S B-R-I-E-F-S

Douglas Fairbanks has announced his intentions to make a sequel to "The Three Musketeers" as his next picture for United Artists.

* * *

Pathe-DeMille will make the screen version of "Tenth Avenue" on one set with one scene. There are no exteriors in the picture. Producing a feature with one set has not been tried for several years.

* * *

Variety says that a new word will be coined in the industry if sound pictures grow in popularity and numbers. When pictures first made their appearance the term "movies" was applied immediately. And now comes the possibility of them being known as "speakies."

* * *

Fox is preparing an aviation story without a war theme. The picture will be based on the universal enthusiasm for flying. A complete airport is being constructed near Clover Field. Howard Hawks will direct although no cast has been selected.

* * *

William Seiter, recently of Universal and director of several Reginald Denny pictures, will direct Colleen Moore in her next for First National.

* * *

A recent estimate of the Film Board of Trade shows that there are over 5,000 townships and municipalities in the United States whose citizens have never seen moving pictures on their own screens.

* * *

Last week we printed an item on this page with reference to a cow-milking contest in Toronto as a stage show attraction. Now comes a report from St. Catherines, Canada, saying that the stunt is nothing new as the Griffin Theatre in that place had worked this stunt before.

* * *

An ape colony in Cuba numbering 130 apes and monkeys of 25 different species has been photographed by Pathe for its geology series. The colony was started 30 years ago by a Cuban woman.

* * *

Jacqueline Logan will portray the featured and only feminine part in "The Cop" which Pathe-De Mille is producing.

Watterson Rothacker, production manager for First National, has been elected vice-president of the Motion Picture Producers Association.

* * *

Matthew Betz, protrayer of underworld roles, has committeed 324 screen murders in his career. Betz recently completed a scene in a William Haines picture for M-G-M and immediately made a notation of his 324th film murder in his note book.

* * *

Gardner James recently gave an interview to a fan magazine in which he branded the people of the Ozarks as being "filthy" and "too lazy to turn around." Now the press of the vicinity is making bitter attacks on the screen actor. James went to the Ozarks on location for "Souls Aflame," a First Division picture.

* * *

Tom Tyler, FBO western star, and former national A. A. U. champion weightlifter, shattered three national records last week when he put 297 pounds at arm's length above his head. This mark is unequalled in amateur ranks and approaches professional records.

* * *

A new company is being formed in England for the production of a new non-inflamable film stock.

* * *

Tom Mix starts his vaudeville tour March 31. The tour will take the western star to New York, Chicago, Denver, Kansas City, St. Louis, Minneapolis, Milwaukee, and Cleveland. On completion of the tour Mix will leave for South America where he will make a series of pictures.

* * *

Because of high taxes, 1,200 theatres in Jugoslavia were forced to close their doors last week.

* * *

Gotham has purchased four new stories for the 1928-29 program. They are "The Bowery," "Law of the Blue Ridge," "The Flying Kestrel," and "The Racing Fool."

* * *

Mike Donlin, one of the most famous and colorful figures of the baseball world, has been signed by Paramount last week as baseball technician for Richard Dix's next picture, "Knocking 'Em Over." Donlin will give advice on the baseball sequences.

* * *

Queen Victoria of Spain attended a showing of "Sunrise" recently and then asked that picture be run again at the royal palace.

* * *

Jack Holt will appear in both Paramount and Columbia pictures during the coming season.

* * *

Laura La Plante has returned from a vacation in the Hawaiian Islands.

* * *

French theatres which show uncensored pictures will be forced to close up for 15 days to three months, according to a recent law. The offense carries a fine up to $130.

* * *

Paramount and M-G-M will distribute more Ufa productions than the four stipulated annually under the present agreement. A new contract has been agreed upon between the three companies.

* * *

Carl Laemmle denies that he will sell the rights to "Show Boat" to any other company. He paid $65,000 for the story and plans to have Harry Pollard direct.

* * *

The technical staff of Tom Mix's South American company sailed March 17 for Buenos Aires.

* * *

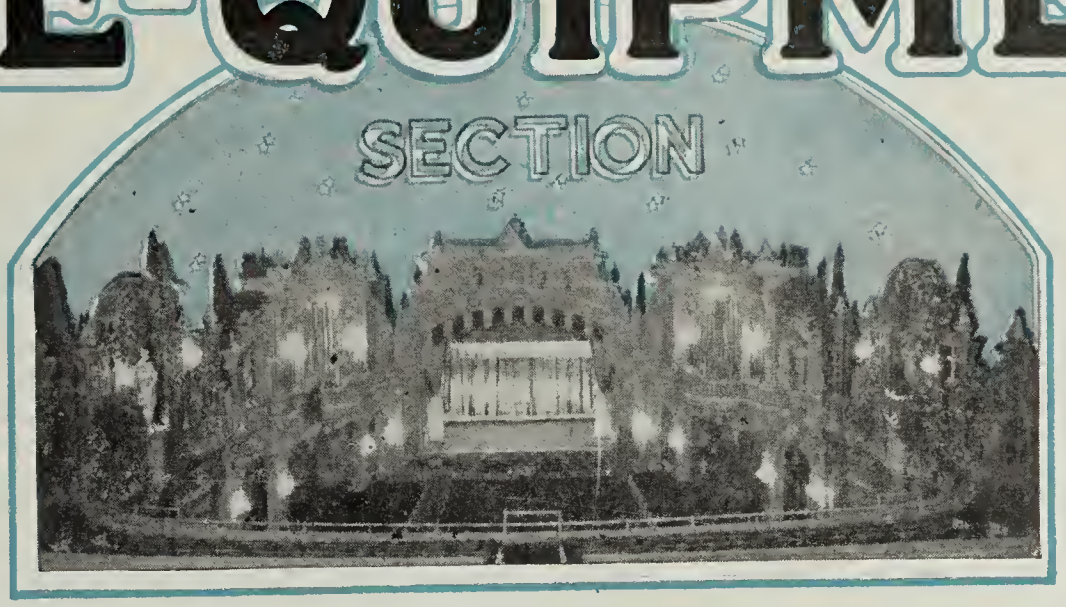
A group of pictures to co-star May McAvoy and Conrad Nagel on the 1928-29 program of Warner Bros. will start off with a spirited comedy drama temporarily entitled "Ladies Prefer Bonds." This went into production on the coast on March 15.

Walter Denney Promoted

Walter C. Denney, who has been acting as sales supervisor of the eastern half of the central district for National Theatre Supply company, has recently been promoted to the post of district manager in charge of all branches in the central district, which comprises the territory from Denver to Pittsburgh, with headquarters at Chicago. Denny has been very successful in handling the eastern section of the territory and this promotion comes as a reward of service well done.

KINE-QUIPMENT

DEVOTED TO THE INTERESTS OF THEATRE OWNERS IN THE BUILDING AND EQUIPPING OF FINER MODERN THEATRES



Published Every Fourth Week as a Supplement of The

MOVIE AGE

March 24, 1928

MODEL PLAN for Modernizing Naborhood or Small Town Theatre

By VICTOR J. DE FOE

[Member of the Firm of Besecke & De Foe, Theatre Architects, Kansas City, Mo.]

BUSINESS conditions and the trend of the times often call for the remodeling or enlargement of a neighborhood or small town theatre. In many towns where it may be thought wise to abandon an old building and erect a new one, it may be discovered that it is more practical and profitable to rebuild the old house. And, too, if more seats are required, that this additional capacity can be obtained through a plan other than buying adjoining property, tearing out a sidewall and going to the large expense of rebuilding and extending other walls.

As a demonstration of what can be done we present an actual case where a neighborhood theatre was completely remodeled and enlarged at a lesser cost than a new building of smaller size.

The Roanoke Theatre, 39th and Summit streets, Kansas City, Mo., due to a continued policy of showing first class pictures, had built up a patronage that was larger than this theatre could take care of with its capacity. The theatre was in an out-of-date building and nearby neighborhood competitors were benefitting by this fact as well as its lack of seats. This condition led the aggresive manager to see the owner of the building to the end that a complete remodeling and enlargement resulted.

The employing of architects who were familiar with theatre work of this nature resulted in making an old store room theatre into a first class theatre that compares favorably with any of the suburban theatres in Kansas City and which would be an ideal for the average small town. This work was done at a cost of approximately $20,000.

The work done was as follows: The seating in the auditorium was changed to seat 725 on the first floor, and, by adding a fireproof concrete and steel balcony, 285 more seats were added, making a total of 1010 seats. The balcony was made fireproof, according to the city ordinance, with two flights of stairs and an outside balcony fire escape.

The roof was raised six feet and new steel trusses placed in it. The front was remodeled and new face brick with cut-stone trim were used.

A new canopy, balconies on front windows in the balcony, a small portion of Spanish tile, new entrance doors, were also added to the front in carrying out a pleasing design that leans to the Spanish.

The lobby was floored and wainscoted with Zenithern, a material that lends itself readily to work of this nature, giving a very rich and pleasing effect. The slope of the balcony seats above the lobby was taken advantage of in making a Spanish design in the lobby. A popcorn room opens into the lobby at one side.

COMING FEATURES

Articles and features that will from time to time appear in KINE-QUIPMENT will be about such subjects as:

Insurance for Theatres

Fire Protection

The Lobby

The Foyer

How to Get the Best Results from a Mailing List

The Stage

Stage and Auditorium Lighting

The Screen and Its Care Seating

Ventilation and the Modern Theatre

The Heating Problem of the Small Theatre

Talking Devices for Small Theatres

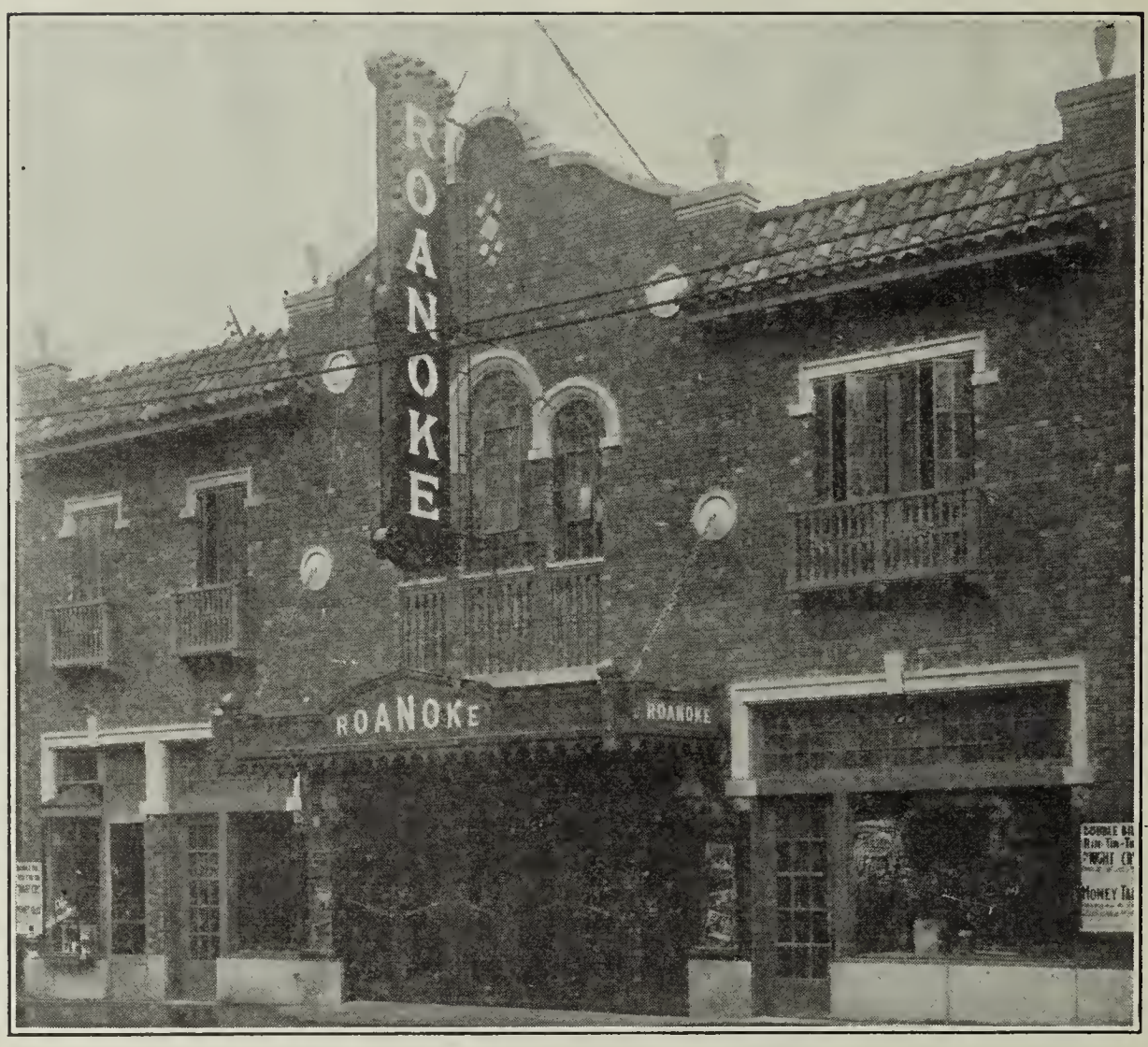
The Next Issue Will Be Out April 21

The stage was remodeled in a very simple manner in harmony with the balance of the interior and according to the requirements of the theatre. An office for the manager was placed on the second floor at the head of the stairs to the balcony. The storerooms were remodeled in keeping with the rest of the building.

Toilet rooms for men and women are both conveniently located at each end of the foyer, which tends to privacy, which is very desirable for these features in theatres.

The canopy on the front was especially constructed to suit the manager of the theatre, and it is well lighted.

This work was all done over a period of 90 days and required the closing of the theatre for only three weeks, during which time the seats were changed, floors strengthened and the interior decorated. The work was so handled by the contractor that he made access free to the patrons up to the time that the show had to actually close to allow work to be done that could not otherwise be handled.



Front view of the neighborhood theatre that was modernized and enlarged. Blue print of floor and balcony plan is on the next page.

Lists Vital Things In Keeping Up a Theatre

The seemingly unimportant details of theatre management which are actually mighty important are discussed by Jack Mansfield in an article entitled "Mental Inventory for Managers," appearing in the current issue of "Now," West Coast Theatres house organ. Mansfield writes:

Proper maintenance of your theatre is one of the most important factors in theatre operation, because without the proper supervision or through neglect, something may happen to your mechanical equipment at a critical point in the show, which, even if only temporarily, may spoil your entertainment.

An important item is motors. They cannot be neglected. Almost constant inspection should be made to see that they are functioning properly, and they must be oiled at regular intervals.

Often motors in the distant part of the house are neglected and at a critical time give trouble. If every theatre operator would only give thought to the consequences and the cost of neglecting a motor causes, a smoother operation can be effected.

Organ motors in small houses should be inspected at least once a day, for if a motor driving a blower on the organ is neglected and allowed to become dry and start to smoke, there would be a natural tendency for the blowers to draw this smoke up into the organ chambers and out into the auditorium. The theatre operator spends many thousands of dollars on organs and once installed gives very little thought to its proper maintenance. Very often a contract is made with some local man and ti is left entirely with him to keep the instrument in proper shape. Sometimes this is a satisfactory arrangement.

However, it is as important to select the proper organ repair man, as it is to select a good organist, because without constant and correct servicing, the organ cannot give the best results.

Organ chambers as well as the organ blower room should be cleaned at regular intervals. No one but the organist or the organ repair men should be permitted to enter the organ chamber as one not familiar with the chambers will be rubbing up against the pipes, putting them out of tune, and causing other damage. In case of a cipher when a repair man is not present, one of your staff should be familiar enough with the organ chambers in order that he may remove the pipe that is not speaking. Consoles should be covered at night with a console cover.

Care of seats is also important. This duty should be assigned to someone on your theatre staff. He should make his rounds twice each week and make a thorough inspection of the seats, seeing that loose ones are tightened immediately. Once a seat is neglected it has a tendency to work on the adjoining one with the result that in a short time, an entire row is loose. Very often the bolt in the concrete works loose and it is necessary to install a larger extension bolt or lead can be poured into the loose extension bolt, which will then generally hold, and in this way a great many more years' wear can be obtained from seats. Inspection should also be made to see that no screw heads have worked loose which can tear clothing of the patrons. Very strict attention should be paid to the oil used for cleaning. In some of the houses almost daily repair is necessary to keep the seats together. This, particularly where the seats are very old.

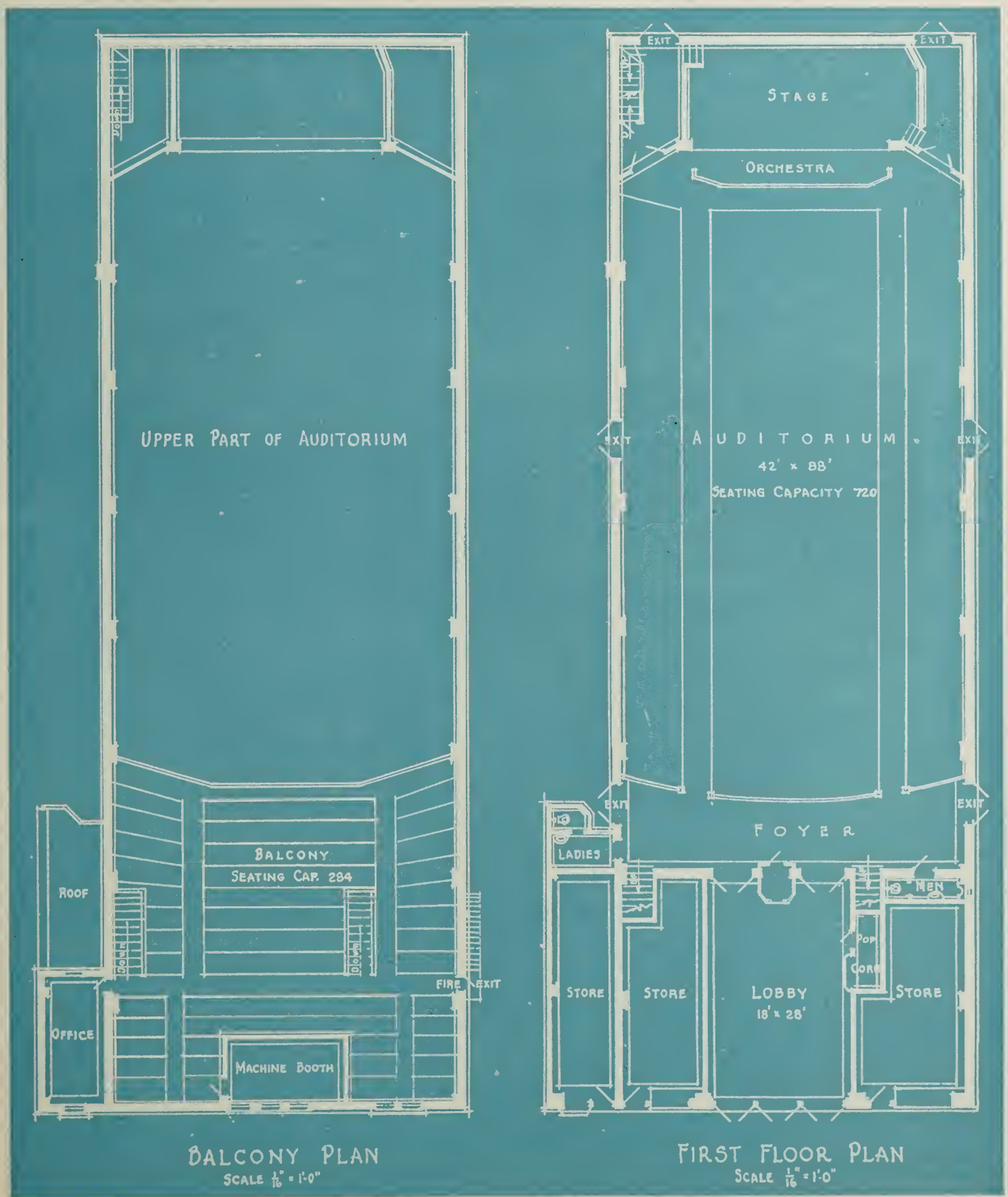
General Electric Announces New Motor-Generator Line

The announcement comes from the Schenectady works of General Electric company of a new line of motor generator sets for motion picture projection work that they have recently developed. It will be remembered that the old line of equipment manufactured by them was withdrawn from the market some two years ago, about the time the reflector arc came into general use and rendered the series type of outfit practically obsolete.

The new set, it is said, is built to operate from a 50 or 60 cycle A. C. power line, and is driven by either a single or polyphase squirrel-cage, induction motor. Sets of varying capacities are included, sizes ranging from 20 to 300 amperes. All sets have a continuous rating and are designed to carry an overload of 100 per cent for periods of three minutes at 15 minute intervals, during changeover.

Floor Plan Studies of a Typical Naborhood or Small Town Theatre

Below at the left is shown the balcony arrangement of the theatre described on the preceding two pages. And on the right is shown the layout of the first floor.

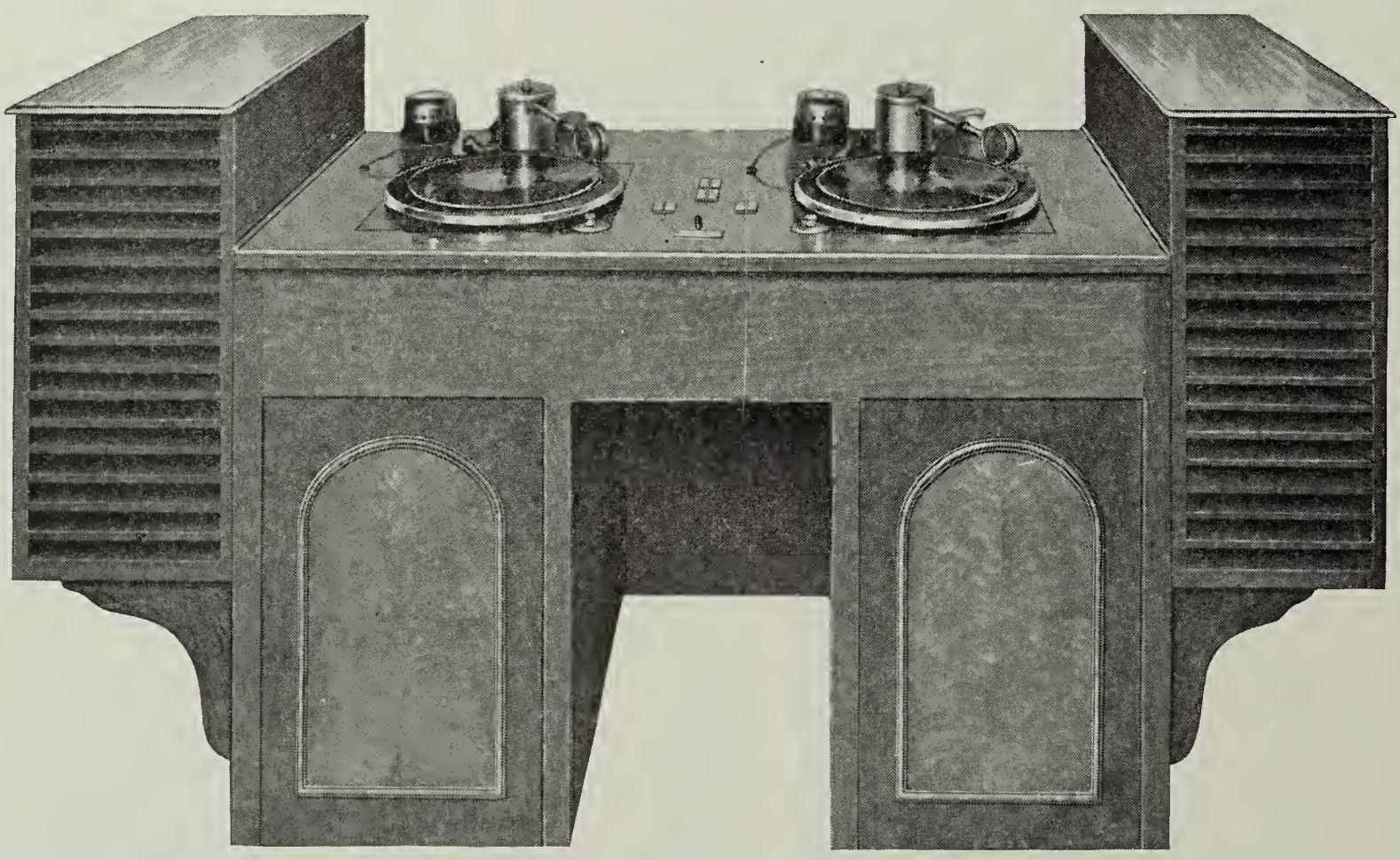


THEATRE MUSIC

Making the World's Finest Music Attainable for the Small Theatre

By GEORGE BRENEMAN
President Synchrophone Co.

MUSIC presentations and picture accompaniments, heretofore possible only in metropolitan de luxe theatres, are now within the reach of the average small theatre through the installation of the Synchrophone. This instrument offers to exhibitors the world's finest music, so far as it has been produced by phonograph record companies.



The distinctive feature of the Synchrophone is its ability to supply unbroken musical accompaniment, perfectly cued to pictures. Any standard phonograph records are used, which means that the whole gamut of human emotions as expressed in music can be utilized to provide the proper musical setting for any scene or action on the screen. There are many devices which use phonograph records cued to pictures, but the Synchrophone employs an original device to insure an unbroken continuity of music fitting in with the picture being screened.

The science of phonics and tone amplification is fully utilized in the Synchrophone, which is said to reproduce instrumental and vocal music with rare fidelity to the original. Thus the auditors unconsciously imagine that they hear a symphony orchestra, a concert pianist, a singer or a grand organist—according to the motif of the scene or action of the picture they are witnessing. There is a minimum of mechanical sounds and distortion with the Synchrophone.

One decided advantage of the Synchrophone is that a trained musician is not required to operate it, as it can be expertly operated by any one with a musical sense after a few trials. This is no inconsiderable item in reducing overhead in a small theatre.

An idea of how the Synchrophone is operated may be had from the following. The operator first selects from the record library the records containing the musical expression called for by the cue sheet, then those records are placed in one of the record cabinets, placing in compartment No. 1 the record containing the music called for cue No. 1, the record in compartment No. 2 containing the music called for in cue No. 2, etc.

After the records are installed in the cabinet record 1 and record 2 are placed on the two turntables; the tables are then started by throwing on the switches controlling them; the microphone for record 1 is then put in position and as the picture starts the control switch is thrown and the recreator does the rest. As cue No. 2 is reached the operator places the microphone for record 2 in position, the control switch is thrown and the recreator does the rest.

The change from record 1 to record 2 is instantaneous. While record 2 is playing the operator places record 1 in compartment No. 1 of the record cabinet on the opposite side of the table, then takes record 3 from the cabinet and places it on the empty turntable. When the next cue is reached the same operation as described above is repeated The michrophones are equipped with volume controls and any degree of volume can be obtained by the operator.

PROJECTION

Projector Carbons

FIRST OF A SERIES

By A. BROGINNI
Advertising Manager National Carbon Company, Inc.

Although the carbon manufacturer has many different kinds of carbon from which to select in making up projector carbons, only that of the highest possible purity should be used. The best adapted for projector use conduct heat away from the crater to a very small extent. Consequently there is a saving of electrical energy because for a given power input, a larger amount of electricity is converted into light and less dissipated in the form of heat than when a carbon material of greater heat conductivity is used.

Incidentally, it might be mentioned that the manufacture of projector carbons is a long, slow and tedious process. It takes, approximately, from four to six weeks to make carbons. The baking process, alone, requires from ten days to three weeks, depending upon the kinds being produced.

With the ordinary carbon arc the crater brightness has been found so constant and reproducible that it has been proposed as a standard of light. This is quite contrary to the incandescent lamp which is particularly sensitive to fluctuations in line voltage, while the intrinsic brightness of the carbon crater is independent of arc voltages, so long as a sufficient voltage for arc stability is maintained. It naturally follows that due to the constancy of the brightness of the positive crater, the light available from a carbon arc is nearly proportional to the crater area.

The following table shows the actual crater brightness of various light sources:

Intrinsic Brightness of Light Sources

Light Source	Candle Power Per Sq. M - M
High Intensity White Flame Carbon Arc, Forced	1200
Pure (Carbon Arc at 22 atmospheres (about)	1000
Sun at Zenith	920
High Intensity White Flame Carbon Arc, as usually operated	690
Positive Crater of Tantalum Arc (about)	500
Positive Crater of Solid Carbon Arc, on D. C.	180
Positive Crater of Cored Carbon Arc, on D. C.	130
Yellow Arc Stream	8.0
Magnetic Arc Stream	8.0
Mercury Vapor Tube	0.023
Moore Carbon Dioxide Tube	0.009

One of the important assets of the carbon arc is its flexibility, permitting wide adjustment of screen light by changes in the current. This is especially important with dark or colored films where the same arc lamp may be satisfactorily used over a fairly wide range of conditions. This cannot be done with other types of light sources and any attempt to do so will result in the rapid deterioration of the lighting elements of those sources.

THE carbon arc has the greatest brightness per unit area of any light source known, not excluding the sun. It is not surprising, then, that it has been adapted to the projection of motion pictures, to the projection of stereopticon slides, to spot and flood lighting in motion picture and legitimate theatres, to the lighting of studios for the taking of motion pictures, to the lighting of photographer's studios, to photo engraving rooms, to the large and powerful searchlights used by the Army and Navy, and last, but not least, to the modified type of searchlight used to illuminate the Air Mail Fields being established throughout the country. This series of articles will be confined to the first mentioned use, that is, to the projection of motion pictures in theatres.

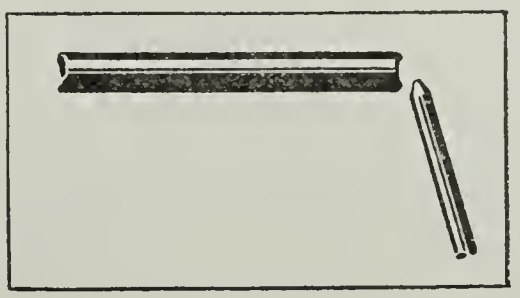
In addition to being the most powerful light source, the carbon arc is likewise the most flexible. The light on the screen can be varied at the will of of the projectionist. For light films the current can be reduced, and for dark or colored films, increased.

The carbon arc is easy to operate; a few rules, however, should be kept in mind. These articles have been prepared with the idea of assisting projectionists to obtain the maximum efficiency from their carbons. While they will be as comprehensive as possible, it may be that your particular problem of carbon arc projection has not been touched upon. If so, please feel free to write to the Editor of this publication.

We urge every exhibitor to pass these articles on to their projectionists for reading and study.

Relation of Carbon Diameter and Amperage to Candle Power

The relation of carbon diameter and amperage to candle power is of special interest to the projectionist. While the crater area (hence the light) increases with the current, it also depends to a surprisingly high degree on the carbon size. An interesting demonstration was made in a laboratory which brought out this point very clearly. A right angle mirror or reflecting arc lamp, i. e., one in which the positive carbon is set in a horizontal position, and the negative at an angle of approximately 75 degrees with the horizontal, was used. (See Figure 1.)



(Figure 1.)

The mirror reflector was taken off and the lamp housing reversed with respect to the screen, so that the positive crater was pointing directly towards the screen. An objective lens of 6¾" equivalent focal length was then mounted on a standard, which standard was supported by the grooves ordinarily supporting the mirror reflector. The light rays emitted by the carbon crater, upon passing thru the lens, were then projected on the screen, forming an enlarged image of the crater, the extent of the enlargement being dependent upon the distance from the lens to the screen and also the focal length of the lens itself. In this particular demonstration, the diameter of the image of the positive crater on the screen was approximately 30 times the diameter of the actual crater. A 10 m-mx8" National cored projector carbon, which has a current range of from 16 to 20 amperes, inclusive, was used as the positive. This particular size of carbon operates most efficiently at 18 to 20 amperes. However, to show that there is a different white hot spot, or crater area, as it is more commonly known, for every value of current, we started at ten amperes and then increased the current in steps of two amperes. It was observed that at ten amperes the light wandered about on the tip of the positive carbon, due to the fact that the tip was too large for the amount of current being employed, with the result that the light was unsteady and required considerable attention to keep it adjusted. It was also observed that at the low current, the core, being softer than the shell, burned out, showing a black spot in the center of the projected image. As the current was increased, the white hot tip, or spot, increased in size. At 18 to 20 amperes, the point of maximum efficiency, the arc burned quietly and steadily and the white hot spot was about as large as it is possible to obtain from the diameter of carbon used. As the current was increased above 20 amperes, the arc again became unsteady and hissed frequently. The force of the current at the high amperage was also such as to blow the core out. The carbon also penciled away rapidly.

Here and there a projectionist uses a larger trim than recommended in

order to save trimming or cut carbon costs. By so doing, he sacrifices light, steadiness, etc. Compared with other expenses in a theatre, the carbon cost is negligible. It really amounts to only a few cents a day. That which the theatre is selling to its audience is really the picture on the screen and unless properly lighted, a high priced film loses its effectiveness. It is poor economy, therefore, to use other than the best quality and proper combination of carbons.

Later on we will discuss the various projector carbons which are used to take care of the various operating conditions, and under these groups will be listed the sizes and combinations found, after many very careful tests, to give the best results.

Reference has been made to the High Intensity Arc. In the High Intensity Arc the light does not come from an incandescent crater but from a gas ball confined in the cup shaped crater by a vaporization of the chemicals in the core. When operated at low amperage the gas is not confined in the crater, but, as the amperage is increased, the arc stream from the negative carbon forces the gas into the crater which then becomes cup shaped and the "high intensity" effect is obtained.

Lu-Mi-Nus Doing Good Job Building Theatre Signs

From a standpoint of advertising, there are few things that make the theatre stand out like the proverbial sore thumb, more than an attractive electric sign. If you have had the privilege of visiting any of the new Chicago suburban theatres, you have probably seen some of the very fine jobs put up by the Lu-Mi-Nus company.

This firm manufacturers signs of every type, but specializes in theatre signs and illuminated attraction boards. Its theatre department is directed by men who have had some of the biggest jobs in the country. They not only know the theatre's requirements, but keep up to date by constant contact with the industry.

Small Heater For Booth

Prometheus Electric Corp., New York, is marketing a small electric heater designed especially for ticket booths. It is built in a similar way to the more heavily constructed heaters, and is declared to eliminate danger of mechanical injury, operating on an electric lamp socket, thus obviating need for special wiring. All parts are completely enclosed and its size is 12 inches wide by nine inches high by three inches deep.

Mr. Picture Show Owner

Do your customers buy popcorn? Of course they do. 95% of the people like and eat it. The little confectionery store down the street is making 400% profit on sales to your customers. Write for our catalogue today.

BURCH MANUFACTURING CO.
1432 Wyandotte Kansas City, Mo.
Popcorn Machines

Oklahoma Organists Build Extra Console

Demands of theatre audiences for real entertainment have been responsible for many novelties presented from stage and pit. Theatre organists have long been aware of these demands and have tried many stunts in an effort to please the entire audiences. From the song slides, singing on the part of the audience, and special solos with many different forms of varied entertainment, to the erection of special sets to feature selections have been tried with a fair degree of success.

A unique twist that provided entertainment for Tulsa theatre-goers was added by Wade Hamilton, feature artist at the Ritz Theatre, and staff organist of radio station KVOO at Tulsa, by the erection of a three-manual console and connecting the console to the main Robert Morton Organ of four manuals. The console was built by Mr. Hamilton and his brother, H. B. Hamilton, also an organist, and gives the resource of seven manuals when the two consoles are used simultaneously.

The idea of using two consoles is not new, but the idea of an organist building one without the aid of skilled mechanics is rather unusual. Mr. Hamilton and his brother scouted around the city and collected a few scraps of lumber, copper strips, parts of an electric sign flasher and uncounted feet of piano wire, and built the console during spare time. People who heard the program rendered on the home-built console declare that it is true to the finest detail of musical interpretation. The cable that connects the console to the regular organ is 150 feet long, enabling the console to be played from almost any part of the house. Mr. Hamilton states that more than three months were required in the building of the instrument.

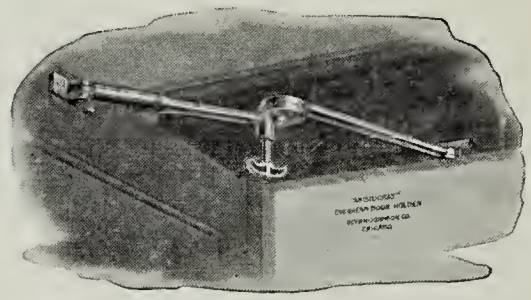
Alexander Is Offering Animated Organ Songs

A new animated song feature film has been added to the regular production of the Alexander Film Co. The first song was "Among My Souvenirs."

One song a week is the present schedule. They are being produced under direction of the originator, W. J. Conkie, composer and organist formerly with the Publix. The songs are to serve primarily as organ novelties.

The syllables are flashed on the screen as the organ plays the music, with backgrounds of animated figures used to add color. A natural color interlude without words is inserted during which can be played an old melody related to the main song. For the final punch, cartoons are added. This eliminated push buttons and other signal devices, as is the case with slides, for no matter at what speed the film is run the tempo of the song cannot be varied over ten seconds. A swinging foot of one of the moving figures or a moving part of the background sets the tempo for the organist in manner similar to a leader's baton. Plenty of time is given to put in organ tricks and effects.

KINE-QUIPMENT TIPS

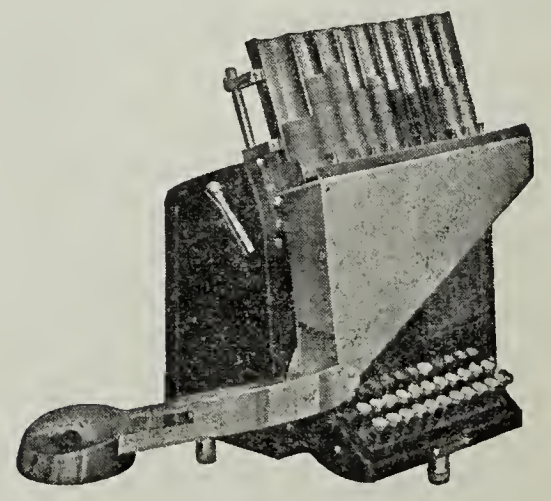


Overhead Door Holder

Designed for entrance and exit doors, the Aristocrat overhead door holder is meeting with a popular reception in the trade. One feature is that it is installed overhead, out of the way of the crowds, and can be adjusted to hold doors open at 90 to 125 degrees. It is substantially built of cast bronze. The maker is the Glyn Johnson Mfg. Co., Chicago.

Film Rewinder

The Fulco film rewinder can be used in laboratory, exchange or booth. It is quiet in operation. The base is surface-ground so that it will not wobble when fastened to the table. Made by the E. E. Fulton Co., Chicago.



Hoefer Change-Maker

This machine delivers change direct to the customer. It has an automatic lock that prevents short-change. Open coin-channels permit inserting coins directly on top of the stacks. Manufactured by the Hoefer Mfg. Co., Kansas City.

M-G-M Short Subjects Staff Will Take Vacation

All four of the Hal Roach comedy units are working at top speed in order to complete the production of the year's schedule of pictures for M-G-M, and in addition the first release of each of their four series for the coming year, so that the entire organization can start its annual vacation March 24. Each unit has practically completed its final release of its ten comedies for the '27-'28 program and work is already well under way on the first of each of their initial releases for '28-'29.

"Our Gang" has just completed "Crazy House;" "The Kid's First Fight." The final Chase release is in the process of being out and titled; Stan Laurel and Oliver Hardy have completed their work in "Their Purple Moment," which is also being cut and titled; "That Night," starring Max Davidson supported by Polly Moran, Viola Richard and Gene Morgan, is also complete so far as photography goes and is also being polished off in the cutting room.

List Universal Releases For Balance of Season

Universal has just announced the complete line-up of releases for the second half of the current film year. The schedule embraces the second six months period of the 1927-1928 season, consisting of all feature releases from March to August, 1928, both inclusive.

Heading Universal releases this spring is "Love Me and the World Is Mine," made by E. A. Dupont of "Variety" fame, with Mary Philbin and Norman Kerry as co-stars. Next in order of importance is "We Americans," a screen adaptation of the Milton H. Gropper-Max Siegel stage sucess. The cast is headed by George Sidney, Beryl Mercer, Albert Gran, Patsy Ruth Miller, John Boles and George Lewis. One Reginald Denny production is scheduled for spring release. It is "Good Morning, Judge," from a farcial story by Harry O. Hoyt. The supporting cast is headed by Mary Nolan.

Four Hoot Gibson pictures are included in the spring line-up. In the order of their release they are "A Trick of Hearts," "The Wild West Show," "A Society Cowboy," and "Riding For Fame." In the order named, the four Gibsons are for release in March, May, July and August. The August release, on the 19th of that month, is the final Universal feature release for the current season.

Eight other Universal productions are scheduled. The first is "Surrender," co-starring Mary Philbin and Ivan Mosjoukine, from an Austrian war story. Then there is "Buck Privates," an Army of Occupation comedy, starring Lya de Putti. The list also includes a new Glenn Tryon comedy, "Hot Heels." Others are "Stop That Man!" an all-star picture; "Thanks For the Buggy Ride," the latest Laura La Plante feature, in which she is co-starred with Glenn Tryon; "No. 13 Washington Square," an all-star picture made from the play, with Jean Hersholt, Alice Joyce, Zasu Pitts and others in the principal roles; and "The Count of Ten." James Gleason of "Is Zat So?" fame and Charles Ray are the principals with Jobyna Ralston as the feminine lead.

New Production Mark Set By First National

All records for production at the First National studios will be broken before the end of March. Ten companies will be in production at the Burbank studios. This is more activity than the studio has seen since it was opened two years ago.

Three companies are now under way. They are Billie Dove in "The Yellow Lily," a Hungarian story directed by Alexander Korda; Milton Sills in an original underworld story, "The Hawk's Nest," and Harry Langdon in a new comedy as yet untitled. Seven other picures will be underway within twota pictures will be under way within two weeks.

New Beery - Hatton Film

Cameras have started grinding at the Paramount studio in Hollywood on a new Wallace Beery-Ramond Hatton team comedy. F. Richard Jones, who directed Douglas Fairbanks in "The Gaucho," is directing the production, which is as yet untitled. The cast includes Mary Brian, Gardner James and Lane Chandler.

"Stella Dallas" Stars Paired

Belle Bennett, "Stella Dallas" herself, will again appear in a United Artists picture when she plays the part of Mrs. Judkins in D. W. Griffith's "The Battle of the Sexes," soon to be filmed in Hollywood. Jean Hersholt, the Ed Munn who married "Stella Dallas," plays Mr. Judkins in this picture.

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EXPLOITATION IDEAS AND HINTS

"Leap Year" Wedding Packs Fond du Lac House

Here's an exploitation stunt that can be used by any theatre with equally good publicity results and added box office returns as were obtained with it by Manager Louis Lutz of Fischer's Fond du Lac Theatre, Fond du Lac, Wis. This idea, Mr. Lutz broadcasted as "The Leap Year Wedding."

Shortly after the first of the year, the local daily paper printed one of the usual Leap Year stories. Lutz got behind it, secured donations from various merchants for wedding presents, and offered a cash prize by the theatre to the first couple who would consent to be married in a "Leap Year Wedding" on the Fond du Lac stage. He secured ample co-operation from the newspapers.

By request of the couple who offered to be the principals of the "Leap Year Wedding," their names were kept secret before the wedding, and the mystery angle was played up to the limit. Because the young couple were employed by one of the largest local stores, who has also extended many past courtesies to the theatre, the wedding was held at a later hour than it would ordinarily have been solemnized, had the theatre considered only the financial angle. But at that, it was a gain, rather than a loss, considering the goodwill to the theatre.

The ceremony was performed at 9:30 p. m., so that the entire force at the store could attend in a body, after their nine o'clock closing. A body of seats was reserved for this group of celebrants. The Fond du Lac Theatre, with an 1,800 seat capacity, was completely filled at 7:30, and fully a thousand patrons clamoring to get in were turned away, besides the hundreds that waited.

To make it up to those who patiently waited to get into the theatre at a later hour, rather than miss it altogather, Manager Lutz had the already-married couple appear for an introduction to the entire audience at 10:30 p. m., thus satisfying in a measure those who were unable to get in for the wedding. Fond du Lac is still talking about this novel and lively stunt, and all indications are that the town will continue to be in a hubbub over it for some time to come, much to the profit and satisfaction of the management of the Fond du Lac Theatre.

Police Wagon Hauls Man Advertising Picture

Jim Loughborough of the Metropolitan Theatre, Los Angeles, playing "Tillie's Punctured Romance" and Hilarity Week, pulled a nifty in the Los Angele traffic when he had a "stilt man" in circus make-up, bannered with the attraction and Hilarity Week working in the congested traffic on the downtown streets.

When the man on stilts, who barely cleared the electric light wires, clogged up traffic at Sixth and Hill streets, the police were called and the giant stunt man was arrested. When the patrol wagon came to make the pickup, the stilt man was too long to haul down to the station in the wagon, so they put him on the roof of the police patrol and carried him through the streets to headquarters.

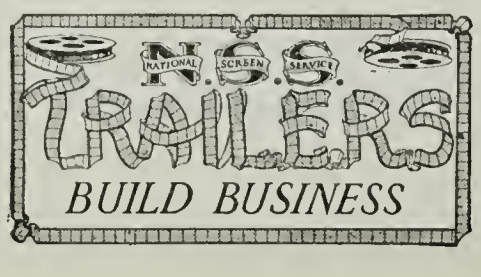
Wax Figures Cast In Scene From "Best Girl"

A still from Mary Pickford's "My Best Girl," was reproduced in the window of Boardman's, Stratford, England, store, with fully clothed wax figures representing some of the cast of the film.

The scene represented a room in the home of "My Best Girl's" wealthy friends and the display lasted a week, the window being on view until 11:15 at night, with huge crowds blocking traffic. Furniture, dress, tablewear, carpets and hangings were featured by the story in the display.

W. Peet Leslie of the Broadway, Stratford, tied in with his showing of "My Best Girl" that week.

William Powell supporting player of villain roles, has been elevated to stardom by Paramount.



"The Trail of '98," M-G-M's special production which has been in the making for several months, opened at the Astor, New York, on March 20.

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The PICTURE GUIDE

Little Tips on New Pictures

That's My Daddy

Distributed by Universal.
STAR: Reginald Denny.
SUPPORT: Barbara Kent, Lillian Rich.
TYPE: Farce.
TIME: Present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Jimmy Norton, a young man of wealth, is trapped into an engagement with a daughter of a once wealthy family who wants his money. Jimmy, while hurrying across town in his car, is stopped by a motorcycle officer. He lies to the officer telling him that he is hurrying to the Children's Hospital where his girl is seriously injured. The officer goes along. Here a child, Pudge, has been brought that morning; she having run away from her foster mother. She thinks Jimmy is her father whom she never saw. Jimmy to carry out his bluff takes the little girl home, and fathers her. Meantime, Jimmy falls in love with the nurse who had charge of Pudge and who is in the Norton home as nursemaid. When the wedding of Jimmy to Sylvia Van Tassel is about to take place, Pudge runs in and calls Jimmy, "Daddy." The Van Tassels call off the marriage. Jimmy weds the nurse and with permission of Pudge's foster mother adopts the little girl.

HIGHLIGHTS: Comedy situations, acting of Denny, human interest.

Beyond London's Lights

Distributed by FBO.
STAR: Lee Shumway.
SUPPORT: Gordon Elliot.
TYPE: Melodrama.
TIME: Present.
LOCALE: Rural England.
LENGTH: 5 reels.

SYNOPSIS: A pretty country girl, daughter of the village postmaster, is loved by the young lord of the manor. The boy's mother, learning of the affair, cleverly diverts her son's interest to a wealthy heiress, and the girl, in despair, runs off to London in company with a friendly artist. There she has many griefs as a model in a modiste shop, her only salvation being the warm-hearted encouragement of her artist friend. Her first love come to London with his financee and meets her at the modiste's. Trouble ensues for all concerned and the artist declares his love for the girl he has befriended. In the end, the girl has a terrific struggle with a rejected suitor, her first lover's chauffeur. The artist's name is the first to come to her lips in a plea for help. Realizing that he is the man she really loves, she puts aside her old romance, and accepts his offer of marriage. Her first love loses his financee trying to gain back the country girl, and retires a sadder, but wiser man.

HIGHLIGHTS: Frantic London life, the fury of Drury Lane, thrills.

Mad Hour

Distributed by First National.
STAR: Sally O'Neil.
SUPPORT: Alice White, Larry Kent.
TYPE:—Elinor Glyn story.
TIME: Present.
LOCALE: American city.
LENGTH: 6 reels.

SYNOPSIS: Cuddles Magrue marries Jack Hemingway despite his father's disapproval. Jack's father cuts off his son and Cuddles accepts the hospitality of Joe Mack, a crook. Cuddles is employed delivering stolen jewels and she is finally caught and convicted. She is sent to jail where she becomes a mother. Jack's father has the child taken away from her and also has the marriage anulled. When the jail term ends Cuddles rushes to Jack's home and discovers a marriage in progress. Jack is being married. Disheartened, Cuddles rushes from the house, gets into a car and drives a furious rate through a mountain highway and finally plunges through a fence and over a cliff to her death.

HIGHLIGHTS: The capture, the plunge over the cliff, acting of Sally O'Neil.

"KING OF KINGS" WINS TILT WITH MEMPHIS CENSORS

(Continued from page 6)

"It is impossible," he said, "from the testimony I have listened to in this courtroom, that this is an immoral picture. It is impossible that it is inimical to public safety. It might be inimical to public safety if the law laid its profane hand upon a religious ceremony and undertook to stop it. Men are more tolerant of interference by men of other beliefs than they are tolerant of interference by government with their beliefs and whenever the law steps in to decide between persons of different religious learnings, then trouble begins to arise, and then the danger of riots and revolutions arise. Time and time again in this court we have been called upon to determine between members of a church, but never before has it happened that members of different churches were widely differing with each other about the propriety of a picture which is essentially religious and should be a sacred affair.

"It is simply unbelievable that the leading members of this community and of the religious life of Memphis would come into this court and testify that this picture was a beautiful and sacred and Christian production when it was a thing that was inimical to public safety and immoral. It could not be. And the judgment of this court is unhesitatingly that the certiorari is granted and the superseadeas is made permanent.

"I think it is indeed fortunate that the question has risen this early, that it may be settled by the highest court in the state and determined whether or not the judges of the court must be compelled to censor the pictures. To censor a picture of this character, to my mind, is simply out of the question. To censor any picture is a matter that some folks might rush in where angels fear to tread.

"If you take it literally and carry it to its logical conclusion, the act of the legislature which empowers the city to censor any picture and forbid it if it is inimical to public welfare, how far is that to go and where is it to stop? I do not believe that the Legislature ever had in mind that it was intended that they could censor books and preachings and picture shows because the censors didn't believe that they were the best on that particular subject. Indeed, carried to its logical conclusion, the Baptists could censor the Presbyterians, and the Presbyterians stop the Baptists from preaching because they are not all together.

"And if the courts ever embroil themselves into such controversies of that kind, the very foundations, in my opinion, of our government are beginning to crack. And we must keep religion and law separate and apart."

Ricardo Cortez Signed

Ricardo Cortez has been signed by Tiffany-Stahl to play the leading male role in "Ladies of the Night Club," now being filmed under the direction of George Archainbaud. Barbara Leonard, the "unknown" who was signed under long term contract, plays the leading female role.

SHORT SUBJECTS

Spice of the Box Office

Builders of Bridges

Educational—One Reel.

This two-subject reel also presents "When Twilight Comes," a scenic. The first part of the reel shows the construction of a bridge over the Cascade Rapids of the Columbia River. It shows the men at work at their riveting, 150 feet above the water, their agility and steadiness of foot in clamoring over the narrow steel beams and their coolness in encountering daily dangerous tasks.

Listen Sister

Educational—Two Reels

Lupino Lane and his brother Wallace in a fast moving comedy in a girl's boarding school. Lupino has a twin sister and when their father insists that the girl go back to school before she can marry, the sister gets Lupino to dress as a girl and enroll as the girl. Lupino consents and the fun begins when he is sent to room with a group of girls. There is the usual gymnasium comedy in which the hard-boiled female dean plays an important part. But the real comedy comes when Lupino is forced into a bathing beauty contest. At last, after a lot of knock-about play, the hard boiled dean turns out to be a man wanted by the police and Lupino captures him.

Mistakes Will Happen

Universal—One Reel

Harold, local reporter of the Sap Center Clarion, draws on his imagination for news. The enraged editor insists that Harold reproduce the fake story he has written so he goes forth disguised as a tramp and gets well beaten up by Annie the charwoman when he spies on a select little bathing party. Making his escape, he runs into some real news in the shape of a disreputable character much sought after by the town marshal. They roll downhill in a barrel and meet up with Annie, who is a wonder with a club. When the aroused townspeople arrive Harold is in line for much praise, but Annie doesn't see it that way and claims all the glory for herself.

The Bicycle Flirt

Pathe—Two Reels

Billy Bevan plays the part of a bicycle romeo in this Mack Sennett comedy. Vernon Dent, Dot Farley, and Carolle Lombard play supporting roles. Dot's brother-in-law tells her she should quit her boy friend and get a real business man like himself. Along rides Billy on his bicycle and gets hit by Dot's auto. He is taken to the home of the brother-in-law and Dot decides Billy is her man. He is nursed back to health by Dot, and in the meantime he arouses the ire of the brother-in-law so much that he gets kicked out, and Dot's old boy friend is welcomed back.

Joining the Comedy Immortals

LIKE the bright flash of a comet has been the swift and steady rise of this new star in the comedy sky. The screen now offers another *great* comedian. Lupino Lane has joined that glorious little band of comedy immortals.

No other comedian ever offered such versatility as this, or a more unbroken line of hits:

A Northwest "Mounty" in "Monty of the Mounted." Beginning a series of character satires and burlesques that have opened up a whole new field of comedy.

A would-be hero fireman in "A Half-Pint Hero."

A comedy Daniel Boone in "Some Scout."

A sailor on shore leave, with a tough "buddy" and a sweetheart who has a twin sister, in "Hello Sailor."

A swashbuckling swordsman of Romantic France, in "Sword Points."

And a female impersonation in "Listen Sister." Brother, listen for the laughs. There will be plenty.

Educational Pictures
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BOX-OFFICE REPORTS

COLUMBIA

The Lone Wolf Returns, Bert Lytell.—A little old but good in small towns. Good picture and pleased all.—C. A. Riggs, Gem, Hartford, Kas.

FIRST NATIONAL

Gun Gospel, Ken Maynard.—This one brought the crowd in. A dandy western picture. Second one of his I have used. Like Ken fine.—D. D. Purcell, Muse-U, Cortez, Colo.

McFadden's Flats, Chester Conklin.—Very good clean comedy, above the average.—Parish Hall, Conception, Mo.

Smile, Brother, Smile, Dorothy Mackaill.—Very good and clean. Above the average.—Parish Hall, Conception, Mo.

Somewhere in Sonora, Ken Maynard.—Good clean western. Print good.—C. A. Riggs, Gem, Hartford, Kas.

For the Love of Mike.—Good clean comedy, full of action.—C. A. Riggs, Gem, Hartford, Kas.

FBO

Judgment of the Hills, Virginia Valli.—A poor Saturday night picture.—W. M. Pfaff, Kesner, Le Roy, Kas.

Cyclone of the Range, Tom Tyler.—Fair western with plenty of comedy.—Wilbur C. Slinker, Strand, Greenfield, Mo.

METRO-GOLDWYN

Lovelorn. — Good many comments, pleased all for small town patronage.—C. A. Riggs, Gem, Hartford, Kas.

PARAMOUNT

The Rough Riders, Special Cast.—Good, but no drawing power.—W. M. Pfaff, Kesner, Le Roy, Kas.

Man of the Forest, Jack Holt.—Exhibitors won't go wrong in showing this picture. Best picture featuring Holt that we have shown. Audience was well pleased.—G. H. Babb, High School, Gilliam, Mo.

The Rough Riders.—Good and clean.—Parish Hall, Conception, Mo.

Paramount, Gary Cooper.—Fair western. Zane Grey as author brought them in. Cooper not well known here, but they consider him good in this one.—Wilbur C. Slinker, Strand, Greenfield, Mo.

Drums of the Desert, Gary Cooper.—Good production. Pleased those who came in the rain to see it.—W. M. Pfaff, Kesner, Le Roy, Kas.

PATHE

Nobody's Widow, Leatrice Joy.—A very good little program picture.—D. D. Purcell, Muse-U, Cortez, Colo.

UNIVERSAL

Painted Ponies, Hoot Gibson.—As usual Hoot is a good drawing power here. Everyone liked this one.—D. D. Purcell, Muse-U, Cortez, Colo.

The Lone Eagle, Raymond Keane.—Stunt stuff and drew new patronage. Plenty of action and altogether satisfactory.—Wilbur Slinker, Greenfield, Mo.

Men of Daring, Jack Hoxie.—Special of pioneer days. Pleased all.—W. M. Pfaff, Kesner, Le Roy, Kas.

Hero on Horseback, Hoot Gibson.—One of the best Gibson pictures I have ever run and I have had most of them.—M. B. Presley, Community, Wheaton, Mo.

WARNER BROS.

Across the Pacific, Monte Blue.—This picture received the largest crowd and highest compliments of any ever shown here.—R. M. Spencer, Electric, Muscotah, Kas.

SERIALS

STATE RIGHTS

Heroes of the Wild, Jack Hoxie.—I ran the first episode Saturday and drew good business. Comments good and pleased patrons. Print good.—C. L. McVey, Dreamland, Herington, Kas.

Heroes of the Wild, Jack Hoxie.—Looks like it would go over big. Kids eat it up.—George Maloney, Ritz, Kansas City, Mo.

Heroes of the Wild.—Business showing increase each Friday. A good serial, has everything in it to please the adults as well as the children. Patrons say the best yet.—E. E. Webber, Strand, Kansas City, Mo.

Heroes of the Wild, Jack Hoxie.—Played this one two days to big business. It should be a winner. Exhibitors will make no mistake in playing this.—W. A. Leiecht, Savoy, St. Joseph, Mo.

Heroes of the Wild, Jack Hoxie.—Has increased business on Saturday night 30 per cent and replaced vaudeville.—Wm. Parsons, Aladdin, Kansas City, Mo.

Heroes of the Wild, Jack Hoxie.—One of the best serials I have ever played.—John Egli, Hickory, St. Joseph, Mo.

Heroes of the Wild, Jack Hoxie.—Brother exhibitors, if you want to make money, grab this one. Best serial released to date.—Alex Meshon, New Palace, Kansas City, Mo.

Heroes of the Wild, Jack Hoxie.—Ranks among the best serials, such as "The Lost City," and others.—M. A. Vliet, Pershing, Joplin, Mo.

Heroes of the Wild.—Going over big. One of the best serials released to date.—E. S. Sutter, Columbia, Kansas City, Mo.

Heroes of the Wild, Jack Hoxie.—Very good. Shows steady increase from start.—Empress, St. Joseph, Mo.

Heroes of the Wild, Jack Hoxie.—Doing good business. Kids like it.—J. E. Yancey, Circle, Kansas City, Mo.

Reviews

Honest opinions of pictures mean much to the exhibitor. THE FILM DAILY always expresses an honest opinion on every picture it reviews. If it's good we say so. If it's bad we say so. Many exhibitors buy and book on our opinions. They know they can rely on us for the truth. THE FILM DAILY is small enough to be intimate but big enough to be independent. Write us for one of our issues with reviews and judge for yourself. Then subscribe to THE FILM DAILY and get this service regularly.

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FOR SALE—One pair rebuilt Peerless Reflector Arc Lamps with Stereopticon ready to go at $375. Southwest Theatre Equipment Co. Wichita, Kas. C1t—3-24

TAKING in a lot of ceiling, wall, and exhaust fans on Lakesides and can supply your needs on anything in the way of fans. J. E. Foland, 111 West 18th St. Kansas City, Mo. C3t—4-7

NATIONAL high intensity carbons; 1,000 13.6 m-mx20 in. and 1,000 7-16 x9 in. Total 2,000 carbons $325 f.o.b. Atlanta. Thos. F. Callahan, 1296 Murphy ave. S. W. Atlanta, Ga. P3t 3-31

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WANTED—Theatre equipment, preferably 500 chairs, steel booth, 2 machines, fans and etc. Have good 160 acres of highly improved land in Mississippi Valley, northeast Missouri for exchange for such equipment. Snyder & McNally, Ewing, Mo. P1t—3-24

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During the time the machine has been installed, I have run pictures of widely different themes, and have had no trouble whatever in cuing each one perfectly. Our operator has had no experience whatever, in fact, states that it is quite simple and very much a pleasure to operate.

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MOVIE AGE

Volume VI OMAHA, NEBR., MARCH 31, 1928 Number 19

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A Business Magazine for the Film Trade in Iowa and Nebraska

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March 13th. '28

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Gentlemen:—Wish to inform you of my perfect satisfaction with the Synchrophone which you installed in my theatre on February 28th, '28.

During the time the machine has been installed, I have run pictures of widely different themes, and have had no trouble whatever in cueing each one perfectly. Our operator has had no experience whatever, in fact, states that it is quite simple and very much a pleasure to operate.

Insofar as the music produced by the Synchrophone is concerned, I have not heard anything that compares with the wonderful tone of the Synchrophone and you know I investigated several machines, in fact, practically all now on the market of all types and come to the conclusion this was the most practical as the latest music can be obtained for it at all times at a small cost.

The music produced is not only beautiful, but it is full and round in tone and most realistic.

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Mgr. & Owner Schnell Theatre

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EDITORIAL COMMENT

One Way To Cut Sales Expense

GOOD fellowship is a wonderful lubricant in making the wheels of business run the smoother, but no engine will run on oil alone, and too much of it is just as disastrous as too little. Hence the following from "Printers' Ink" of March 22 is most pertinent, just as the 1928-29 film selling season is about to start:

> The "convention," as business knows it today, has its merits. It serves to bring men in the same industry together so that they may know each other and so that they may exchange ideas and experiences. Fundamentally it is sound. And if fundamentals are kept sight of, it is probably worth the money that business spends on it year after year.
>
> Criticism opens up on the convention idea only when it departs from its fundamental purposes and turns itself into a good-time junket of horse-play and heavy drinking. Probably there would not be so much criticism if it simply lost itself in funny antics, gorgeous parades and sightseeing automobile trips. Criticism cannot, however, be silenced in the face of promiscuous and heavy drinking. The habit of turning conventions into "wet parties" not only serves to keep them from fulfilling their real purpose but greatly increases their cost—a cost that is usually entered on the books of most businesses as "sales expense." Under such a heading it becomes one more of those invisible items that help to create talk about "the high cost of distribution."
>
> Perhaps it is unfair to quarrel about its classification as a "sales expense" since most of the liquor furnished at conventions invariably comes from manufacturers' representatives who attend the convention for sales contact with the regular delegates to the convention. Likely it will always, because of this, be charged as a "sales expense."
>
> There is probably only one way to cut this "sales expense" and that is for those who are responsible for each individual convention to take a frank and open stand against the transformation of their conventions into "wet parties."

Those producing companies, who are really intent upon cutting distribution costs, can save many thousands of dollars by following the suggestion offered in the above article. There is no denying that there has been too much play and too little business at most of the Spring sales conventions. A certain amount of "good time" is necessary and is good business, but in several instances, about which salesmen told us last season, these things were carried on to a point that marked them far from sane.

It seems to us that much more good to the film companies and to the salesmen could be derived, if the money that is wasted in horse-play were to be put into trade paper advertising, which has, for no good reason, been severely cut down this past year. Not only would the distributors be benefitted by increased sales, but the exhibitors also would be helped. Trade paper advertising is the exhibitor's best informant about the product that he retails to the public.

* * * *

At It Again

FRANK J. REMBUSCH is on a tear again. This time he seeks a senatorial investigation of the motion picture industry on the charge that Will Hays is using his office to spread propaganda in behalf of the presidential candidacy of Secretary Hoover. Some folks are just always trying to get themselves into the spotlight of publicity, regardless of the cost to their business.

We don't think Will Hays is as foolish as Mr. Rembusch is trying to paint him. Nor are the producers of the newsreels so foolish as to let their pictures serve as propaganda for one party or another. While an unfavorable light has been thrown on Mr. Hays through the senatorial investigation of the "oil scandal," this is no cause for a government investigation of the motion picture business. Nor is it cause for further airing of the industry's internal troubles through the newspapers to the public.

It is useless for exhibitors to try to seek the resignation of Mr. Hays from his post as head of the M. P. P. D. A. If his part in the oil scandal has thrown a blot on the industry and on the work of the Hays organization in trying to build up public good will, he'll resign of his own accord or else the producers will themselves ask for his resignation.

—BEN SHLYEN.

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285
E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386
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Fighting Blue Laws

More Nebraska exhibitors are beginning to manifest their opposition to the blue laws of the state to the extent that the citizens of Albion, Nebr., where C. B. Marks operates the Rex Theatre, are going to hold a special election to decide the Sunday show question there. At Wakefield and Wayne a vote on the blue laws will be taken at the time of the regular election. At Newman Grove, where Edik and Austin run the Douglas Theatre, the people also are urging an election.

"Jazz Singer" Returns

"The Jazz Singer," which played for three consecutive weeks at the Rialto Theatre in Omaha, is returning for another week's engagement. During the first run the picture played to 100,000 Omaha patrons and for those who missed it W. M. Korack, manager of the Rialto, has arranged for the return.

Show Crook Picture

At the meeting of the Junior Chamber of Commerce last Wednesday night Liberty Film's production, "The Crooked Path," with Frank (Monk) Trummer in person, was shown to the members. Several penitentiary wardens who appear in the picture were invited to attend. Among them were Warren Fenton, Nebraska penitentiary; Gus Miller, Men's Reformatory, Lincoln; Tom Hallowell, Fort Madison, Ia., penitentiary, and Mr. Boumell of the Anamosa, Ia., reformatory.

Theatre Man Disappears

J. F. Bredon, who has been managing the Grand Theatre at Omaha, failed to open the doors one night last week and his whereabouts ever since have been unknown. Employees waited at the theatre for him to open up the house, but he failed to appear.

BRIGHT BITS *and* NEWSY NOTES

Phil Reisman, Pathe general sales-manager from New York, made a visit to the Omaha branch last Monday.

* * *

B. Jacocks, Universal play date representative from New York, was in Omaha for a couple of days.

* * *

Floyd Chrysler, who topped the salesmen at the Detroit Pathe office for five years, has joined the Columbia office at Omaha and will cover the Iowa territory. Mr. Chrysler was also connected with United Artists for a year.

* * *

Ike Ruben of the Paramount Chicago office spent last week-end in Omaha visiting his friends at the Omaha branch, where he was formerly employed.

* * *

S. Stebbins came to work for Fox recently as assistant booker. Mr. Stebbins is new to filmdom but has much experience as auditor and bookkeeper.

* * *

Park Agnew, traveling auditor for M-G-M, is at the Omaha office for a couple of weeks.

* * *

Fred Barton, United Artists exploitation man, visited the Omaha branch for a few days.

* * *

"Smokey" Carter, popular Omaha minstrel, has been engaged by Earl Bell, manager of Warner Bros., to sing with "The Jazz Singer" at the suburban theatres. We might add that Mr. Bell is having an awful time trying to find a copy of "Toot Toot Tootsy," one of Jolson's songs in the picture.

* * *

Mrs. J. J. Hoffman, of the Plainview Theatre at Plainview, Nebr., called on Movie Row last week.

* * *

Jack Creeley, of the Empress Theatre at Fells City, Nebr., visited the exchanges this week.

Watch Their Dust!

Mounted on their Go-Ponies, Mayer Monsky and Earl Bell staged an exciting race the other day on Film Row. Both riders proved to be expert horsemen and lived up to the reputation of their native wild and wooly west. Bell won the race by a cigar's length and is now waiting for the eclipse of Tom Mix, Ken Maynard, or what have you. Monsky is mounted on the steed at the left and Bell at the right.

Mr. and Mrs. E. Brookings of the Liberty Theatre at Weeping Water, Nebr., drove in to visit the exchanges last week.

* * *

Izzie Weiner, who has been selling for First National, is now on the road for Fox.

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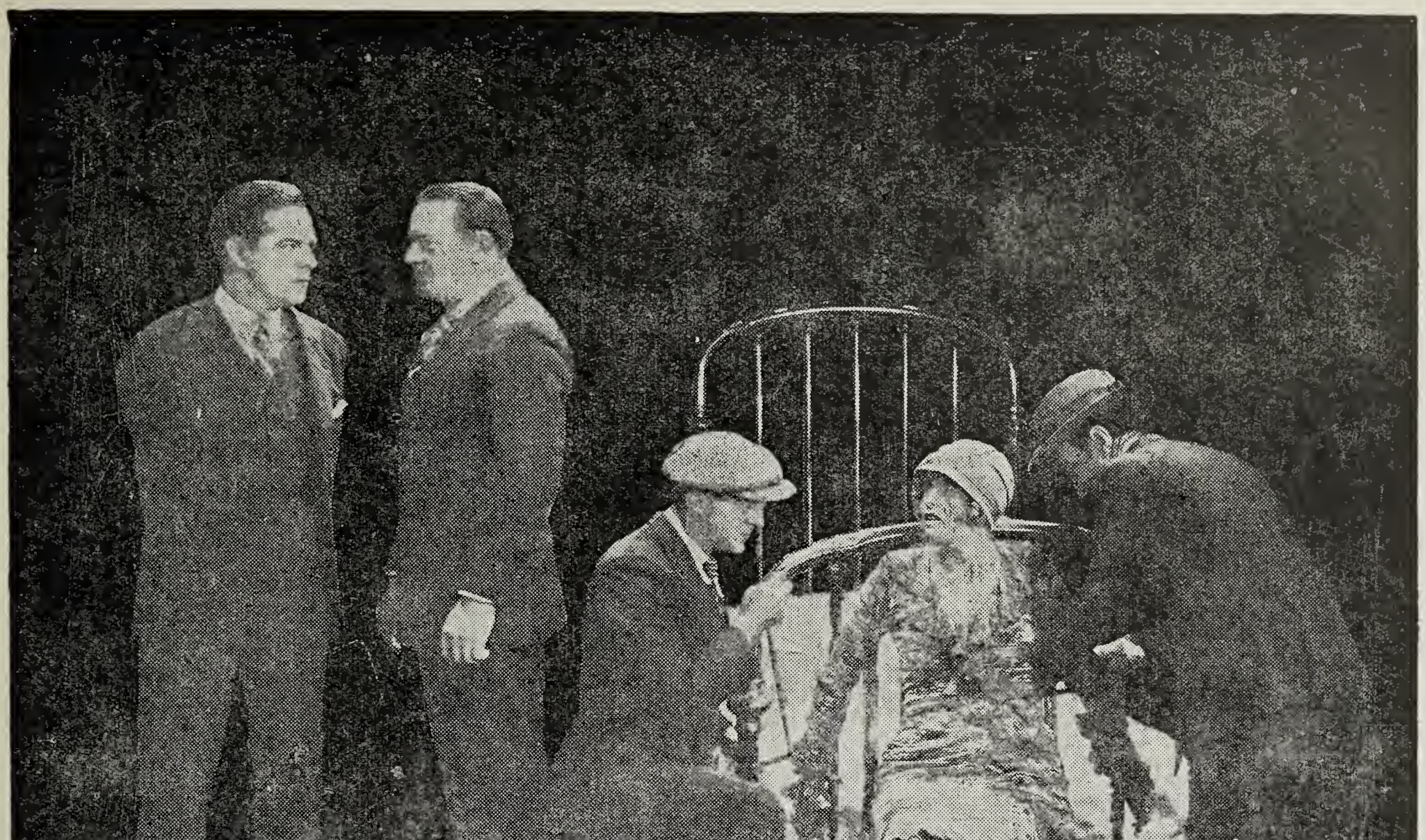

"NAMELESS MEN"

By E. MORTON HOUGH

AN UNDERWORLD STORY THAT IS DIFFERENT

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ANTONIO MORENO - CLAIRE WINDSOR
EDDIE GRIBBON - SALLY RAND
RAY HALLOR - STEPIN FETCHIT
CAROLYNNE SNOWDEN
DIRECTED BY
CHRISTY CABANNE

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Victor and R. C. A. To Make Talking Pictures

One of the most important developments in the production and exhibition of talking pictures came to light this week with the probability that the Radio Corporation of America would acquire the Victor Talking Machine Co. and that the Victor stars would be used in producing spoken movies.

The R. C. A. recently acquired an interest in FBO and it is believed that the Victor artists would be available for release through FBO distribution channels. The Victor deal also would make possible the use of Victor stars for radio broadcasting.

Gilbert, Haines Among Signers M-G-M Contracts

The past week was a busy one at the Metro-Goldwyn-Mayer studios in the matter of signing and renewing contracts.

Following the signing, via wireless, of a new contract with W. S. Van Dyke, who is on location with Robert Flaherty in the South Seas, Nick Grinde, another director, who is making Tim McCoy's new western feature, placed his signature to a long-term contract with M-G-M. Grinde was elevated from assistant to full-ranking director last fall and his first film was "Riders of the Dark," with McCoy.

John Gilbert, William Haines, Dorothy Sebastian and Joe Farnham, the title writer, all signed new contracts with M-G-M.

United Artists Start Tenth Year April 5

United Artists, founded as a motion picture distributing organization on April 5, 1919, by Mary Pickford, Charles Chaplin, Douglas Fairbanks, and David Wark Griffith, begins next Thursday, its tenth year of operation as a releasing organization.

Only 75 pictures have been released for 29 producers by United Artists in these nine years, an average of eight productions annually. The four founders have released in nine years a total of one film per producer per year.

During nine years only four additional owner-members have been added to United Artists: Joseph M. Schenck, Norma Talmadge, Gloria Swanson, and Samuel Goldwyn. These, with the four founders, comprise the whole owner-membership.

Disgruntled Authors Rap Film Producers

When an author or playwright leaves Hollywood and writes articles denouncing the motion picture industry as ignorant and childish, he is only exploiting his own lack of understanding and inability.

That was the statement of Jesse L. Lasky, first vice-president in charge of production at the Paramount studios, at a meeting of the producing staff and seven new writers who have just been brought from New York to prepare stories for filmization.

"There have been many cases," Lasky stated, "where a successful playwright or novelist has tried his talents in pictures, and has failed, then has returned to New York to flay the industry. The motion picture business is unlike the stage in that we of the motion pictures cater to the masses and not to a certain few, not to the so-called intelligentzia. We therefore must have screen stories that will appeal to shop girls, the merchant or the banker—and not to the reader of Freud or the man or woman with Bohemian ideas.

"Those authors have tried in vain to please us, submitting stories that are impossible for filming, stories that would bring the wrath of the censors down upon us, stories that would shock the morals of the world craving entertainment. They fail and go back home and tell the world how mismanaged the industry is, in their narrow minds."

Mac Lean Signs With Christie

Douglas MacLean has been signed by Al Christie to star in two feature productions to be made for Paramount, to be released during the season of 1928-29. MacLean's affiliation with the Christies will keep him on the Paramount program, where the bulk of his many starring features in the past few years have been distributed.

Rites for Mrs. Pickford

Funeral services of the utmost simplicity were held Monday for Mrs. Charlotte Pickford at Beverly Hills, Calif. She was the mother of Mary Pickford, Jack Pickford and Lottie Pickford. She was a native of Canada.

Will Direct Jannings

Malcolm St. Clair will direct the next Emil Jannings Paramount picture, as yet untitled. St. Clair's latest picture is "Gentlemen Prefer Blondes." Jannings is now making "High Treason," with Ernst Lubitsch at the megaphone.

Fox Names June 10 to 16 "Jimmy Grainger Week," Bookings Have Started

In response to suggestions from more than two hundred exhibitors in the United States and Canada, the week starting June 10 and ending June 16 has been set aside as "Jimmy Grainger Week." This announcement was made this week by the committee in charge, consisting of Fox Film corporation heads who hope to break all records for volume bookings of Fox pictures for any one week.

Less than a day after the announcement was made Pantages and other big circuits and representative exhibitors wired they would book "Jimmy Grainger Week" solidly with Fox pictures. There is every reason for believing even at this early stage "Jimmy Grainger Week" will be productive of an even greater week than Fox Anniversary week of last January. The committee in charge includes Assistant Sales Manager Jack Sichelman, chairman, Short Subject Sales Manager E. T. Gomersall, Eddie Grainger, Nat Finkler, District Manager Clyde W. Eckhardt of Chicago, New York Branch Manager Harry Buxbaum, and Roger Ferri.

Fanny Brice Signed For Vitaphone Feature

H. M. Warner, president of Warner Bros., announces that his organization has pending a number of deals to bring names of nationwide prominence to the screen in Vitaphone pictures to follow "Tenderloin" starring Dolores Costello, the first picture with dialogue on Broadway.

Fanny Brice is the first prominent box-office personality to be signed. She will star in a feature in which Vitaphone sound will figure. The picture will be put under way immediately so that it will be available for early release.

Shorten Period U. A. Pictures

Two years after its national release date each United Artsits picture hereafter will be withdrawn from sales circulation, according to Al Lichtman, sales head of the organization. By this plan, which is part of United Artists' volume distribution instituted a year ago, first, second and every subsequent run will be enabled to play each picture within the two years. The arrangement is retroactively effective on all pictures released after September 1, 1927.

New Film Code of Ethics From Federal Trade Body Will Be Issued Shortly

Issuance of the code of ethics formulated at the trade practice conference held in New York last Fall is expected shortly from the Federal Trade Commission, according to reports from Washington. Its provisions will be made public soon to permit the trade to adjust itself before the start of the 1928-29 selilng season.

Whether signatory to the agreement of the October conference or not, all members of the industry will be bound by the provisions of the code of ethics, which were drafted with the idea of eliminating as far as possible all methods of competition which are unfair or wasteful.

Six Quality Pictures For Columbia Drive

Exhibitors throughout the country are registering interest over Columbia's Victory drive, which started February 20, and will last for seven weeks, ending April 7.

During the drive, an offer is being made by Columbia to theatres which have never shown the company's pictures, to give them an opportunity to become acquainted with the high quality of Columbia productions. A group of six features is being offered exhibitors at a price that will make possible profitable returns at the box office for every theatre playing Columbia product. The six pictures represent the cream of the 1927-1928 releases to date.

The group includes "The Blood Ship," "Alias the Lone Wolf," "Sally In Our Alley," "The Tigress," "The Opening Night" and "The Warning." "The Blood Ship" was included in nearly every list of the "Best pictures of 1927." "The Warning" was awarded the Blue Ribbon by the theatre owners of Texas. All six features have been selected to open new theatres in various parts of the country.

While the six productions selected have been chosen as representing the type and quality of Columbia's product, the company extends to the exhibitor the privilege of making substitutions on the same basis. This gives the theatre-owner his own choice of the 1927-28 Columbia product, already released. The introductory group booking is limited to the period of the drive.

LeRoy Signed Again

Announcement has just been made that Mervyn LeRoy has been signed to a new long-term contract by First National, at a considerably increased figure. Mervyn LeRoy started only a few years ago as an actor on the stage and screen. He became a comedy constructor with the Colleen Moore unit. Then he had a chance to direct.

Rembusch Calls On Will Hays To Quit

Declaring that Will H. Hays, head of the Motion Picture Theatres and Producers association, has made "more major mistakes than any public man we know of," Frank J. Rembusch, of Indianapolis, secretary of the Unaffiliated Independent Motion Picture Exhibitors, called upon the former postmaster general to resign, in a statement issued last week.

In the Rembusch statement, a number of alleged errors of omission and commission are charged against Hays. The practice of arbitration in the industry is declared to be contrary to all American principles and traditions and the cases are called "kangaroo courts" and "monkey trials." Hays is the czar of the industry, according to Rembusch.

In a letter to Senator Watson, a candidate for president against whom Secretary Hoover is contending in the Indiana primaries, Rembusch declares that the senator's campaign was being hampered by newsreels which favored the cabinet member. He charged that Hays was handling the Republican end of affairs in the newsreels and C. C. Pettijohn, counsel for the Hays group, the Democratic.

Another letter, to Senator Brookhart, charges motion picture screens are being used for political purposes, citing numerous newsreel scenes of the president of the United States, who "did not choose to run." He urges a "senatorial investigation" of the industry.

Report DeMille May Take Players to U. A.

If the reports from the West Coast prove true and Cecil DeMille severs his connection with Pathe and joins the United Artists organization, it is possible that William Boyd and Phyllis Haver, as well as several executives who have been with DeMille for some time, will go with him.

It is reported that he will not renew his option on the DeMille studio property located at Culver City.

$130,000,000 Is Budget Six Picture Producers For 1928; M-G-M Leader

Budgets totalling $130,000,000 for the 1928 season have been announced by six of the seven leading film producers of the West Coast, says a report in the Wall Street Journal.

The heaviest budget is that of M-G-M, who will spend $28,000,000 on 50 features and a number of serials. Next come Paramount and Fox, whose estimates call for the expenditure of $25,000,000 during the coming season. Paramount plans on six pictures on each monthly schedule. United Artists have a $20,000,000 program, ten features and more specials being scheduled.

The Warner Bros. budget is increased 50 per cent, amounting to $12,000,000. The Warner program will include 200 short Vitaphone subjects. First National will have the heaviest program in its history, with $20,000,000. No schedule was reported from Universal.

Extension To Paramount

An extension until April 15 has been given Paramount to reply to the Federal Trade Commission's order of March 6, rejecting the producer's plan for compliance with the "cease and desist" order of last July. Paramount had offered to abide by the decision of the October trade practice conference, rather than meet the commission's order against block booking and theatre acquisition.

Desert Bride Released

"The Desert Bride" is Columbia Pictures' third March release, offered to exhibitors nationally on March 26. It is one of the eight specials scheduled by the company on this season's program. It was adapted from the story, "The Adventuress." The new production stars Betty Compson and features Allan Forrest and Otto Matiesen in a story of mystery and intrigue.

Endorse 3 Columbia Films

Columbia's "The Siren" and "The Wife's Relations" are included in the list of 27 productions picked by the National Board of Review for publication in the February number of the Review Magazine. The list comprises the pictures selected from productions viewed the previous month as being suitable for recommendation and endorsement.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING MARCH 24

MOON

The Rawhide Kid, (Universal), Hoot Gibson, Georgia Hale.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: A wholesome western comedy said to depart from the stereotyped ride 'em and gun 'em melodrama. Showing the comic side of the cowboy country.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "What Every Ice Man Knows," M-G-M Max Davidson comedy.

RIALTO

The Patent Leather Kid, (First National), Richard Barthelmess, Molly O'Day.

BUSINESS: Very good.

AUDIENCE REACTION: Very good.

SUMMARY: Barthelmess as a cynical hard-boiled prizefighter with patent leather hair, who was afraid to go when the real fight called him.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

The Legion of the Condemned, (Paramount), Gary Cooper, Fay Wray.

BUSINESS: Very good.

AUDIENCE REACTION: Very good.

SUMMARY: A drama of the heroic service of the airmen during the war, featuring a daring group of youths who sought death rather than the inglorious fate that hounded them.

ENTERTAINMENT MERITS: 90 per cent.

SUN

The Cohens and the Kellys in Paris, (Universal), George Sidney, J. Farrell McDonald.

BUSINESS: Fair.

AUDIENCE REACTION: Good.

SUMMARY: The same foursome that made "The Cohens and the Kellys" poular take their characters to Paris to continue the comic relations between the Irish and the Jewish.

ENTERTAINMENT MERITS: 75 per cent.

SHORT SUBJECTS: "Spooks Spoofing," Our Gang comedy.

WORLD

The Wizard, (Fox), Edmund Lowe, Barry Norton.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Based on the French play, "Balaoo," a fantastic story in which a scientist trains a huge ape to wrest his fancied vengeance on his master's enemies. Lowe is the reporter who solves the mystery of the ape's doings.

ENTERTAINMENT MERITS: 75 per cent.

AT DES MOINES THEATRES WEEK ENDING MARCH 24

CAPITOL

Shepherd of the Hills, (First National), Alec B. Francis, Molly O'Day.

BUSINESS: Excellent.

AUDIENCE REACTION: Pleasing.

SUMMARY: An attractive picture from every angle and should draw well at every box office. Well up to the standard set by other Wright pictures.

ENTERTAINMENT MERITS: 90 per cent.

DES MOINES

The Legion of the Condemned, (Paramount), Gary Cooper, Fay Wray.

BUSINESS: Excellent.

AUDIENCE REACTION. Generally pleasing.

SUMMARY: A companion picture to "Wings," without the novelties. A very tragic but gripping story, well acted and directed. Should draw well in every theatre.

ENTERTAINMENT MERITS: 90 per cent.

ORPHEUM

Sharp Shooters, (Fox), Geo. O'Brien, Lois Moran.

BUSINESS: Very good.

AUDIENCE REACTION: Very well pleased.

SUMMARY: A story of the navy with action, thrills and comedy. Interesting from the traveler's standpoint because of the countries touched by the boys in the navy. Should pay at the box office.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

The Girl From Chicago, (Columbia), Conrad Nagel, Myrna Loy.

BUSINESS: Fair.

AUDIENCE REACTION: Satisfying.

SUMMARY: A melodroma from the story "Business is Best" by Arthur Somers Roche. The thrills of the underworld haunts, the crooks, cops and everything.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Wild Wallops," Educational comedy, "Rubbernecking," Educational.

CURRENT RELEASES

Week of April 1, 1928

COLUMBIA

The Matinee Idol, Bessie Love, (6).

EDUCATIONAL

Comicalamities, Felix, (1).
Whoozit, Charley Bowers, (2).
Penny Postals, Curiosities, (1).

FBO

Skinner's Big Idea, Bryant Washburn, (7).
Newslaff, No. 18, (1).

FIRST NATIONAL

Ladies Night, Dorothy Mackaill, (6).

FOX

A Girl in Every Port, Victor MacLagen, (7).

METRO-GOLDWYN

Mlle. from Armentiers, Star Cast, (7).
Blow by Blow, Max Davidson, (2).

PARAMOUNT

Adventure Mad, Ufa production, (6).

SECURITY PICTURES CORP.

Bare Knees, Virginia Lee Corbin, (6).
Law and the Man, Gladys Brockwell, Tom Sanschi, (6).

TIFFANY-STAHL

House of Scandal, Dorothy Sebastian, (6).
Mission Bells, Color Classic, (1).

UNIVERSAL

Thanks for the Buggy Ride, Glenn Tryon, (6).
Sagebrush Sadie, Oswald, (1).
Newlywed's Friends, Snookums, (2).
Her Only Husband, (2).
The Ring Leader, Jack Perrin, (2).

UNITED ARTISTS

Sadie Thompson, Gloria Swanson, (7).

Add Asther To Cast

The cast of "The Dancing Girl" has been completed with the addition of Nils Asther, Swedish stage star who has played several screen roles over here. Other players in "The Dancing Girl" include Joan Crawford, Dorothy Sebastian, Johnny Mack Brown and Dorothy Cumming. Sam De Grasse and Evelyn Hall will play father and mother roles.

H. H. Stanley, owner of the Grand and Lyric theatres at Greenfield, Ia., was in Des Moines Wednesday of last week booking pictures and buying supplies for his theatres.

* * *

Harry Simpson, of the Garden at Sigourney and the Strand at McGregor, spent a couple of days in Des Moines last week looking after his theatre interests.

* * *

Ross Ewing, of Mexico, Mo., formerly of Newton, Ia., spent several days in Des Moines on business last week.

* * *

Mr. Dearman, of the Strand Theatre, Newton, was transacting business in Des Moines Monday. He reports the show business quite good in the washing machine city.

* * *

The Rialto at Ft. Dodge reports considerable stimulation in business at that theatre since the installation of the Vitaphone.

* * *

Joe and Myer Stern returned this week from a two weeks' trip to New York City. Meyer is making his home in Des Moines since the opening of the Exhibitors Poster Exchange.

* * *

W. E. Bamford is able to be at his desk again at the Metro-Goldwyn exchange after a three weeks' siege of flu and other complications.

* * *

W. D. Kale, of Truro, Ia., was in Des Moines Tuesday of this week doing some booking for his theatre.

* * *

Mr. Koletis, of the Columbia, Cedar Rapids, was transacting business in Des Moines the first of the week.

* * *

George Weighman, of the Strand, Boone, was in Des Moines Monday getting set for a big week at his theatre. George is a live wire and always looking for good attractions.

* * *

Mr. Hall, of Elkader, Ia., was in Des Moines the first of the week getting lined up with his dates for a profitable summer's business.

Elmer Tilton, manager for First National at Des Moines, is taking his turn fighting with the flu. During the past few weeks nearly every exchange manager has been off duty from one to three weeks on account of serious attacks of influenza. No complications have resulted, however, and they seem to come back on the job ready to fight anybody or anything, even the exhibitor who goes around with a chip on his shoulder.

Ames Will Vote On Sunday Amusements

Considerable interest is being shown at Ames on account of the prospect of another expression of the people on Sunday movies. The Sunday opening question was an issue in the municipal campaign just ended and most of the candidates were pledged to abide by the decision of the voters.

The council abolished Sunday movies six years ago, following a referendum vote and a bitterly contested election. It is now generally thought that an election at this time would result with a favorable verdict for the theatres.

Hold Schwarz Rites

The funeral of Samuel S. Schwartz was held at the Harbach funeral home last Thursday and the remains shipped to Pueblo, Colo., for burial. Mr. Schwarz started in business at Denver several years ago as a cigar salesman, but changed later to the film business and came to Des Moines to enter the services of A. H. Blank. He was with the Blank organization for almost 20 years. His sudden death cast a shadow over the entire film exchange industry at Des Moines.

Weather Hurts Business

The extreme warm weather during the past few weeks has affected the theatre business somewhat, causing a slight slump in attendance. The thermometer registered as high as 86 degrees in the western part of the state and the nice weather caused people to hunt the out doors.

Father Forgets Baby At Osceola Theatre

Exhibitors undoubtedly have found all sorts of things in their theatres after the show, but Harry Musselman of the Auditorium Theatre at Osceola, Ia., made the record last week when a baby was left uncalled for. Clyde Peterson, one of Musselman's patrons, was intrusted with the care of the baby while Mrs. Peterson entertained for the women's club. He sought diversion and took the baby to the picture show.

The show was dark, in fact the whole town was dark, when a frantic father called Mr. Musselman at 1 a. m. and accompanied him to the theatre where Baby Peterson was found sleeping peacefully on a cot in an anteroom where he was left. Moral to wives: Don't trust the baby with your husband!

American Not Included

In MOVIE AGE for March 17 appeared a news item to the effect that the American Theatre at Muscatine, Ia., was included among the four Universal houses taken over by the Midland circuit, of Kansas City. The item was incorrect, and should have named the Grand Theatre, instead of the American, as the one purchased. The American Theatre is owned and operated by Raymond Novak, who is making a good success of the business and does not contemplate selling.

Bowlers Are Tied

The score of Monday night's bowling contest were not available for this issue, except the net result of the games. Paramount took Universal for three games; Metro-Goldwyn forfeited three games to Pathe and First National took two out of three from FBO. Paramount and First National are tied for first place, followed by FBO, Pathe and Universal with Metro-Goldwyn securely set in last place.

York, Nebr.—The lease and equipment of the Dean Theatre has been disposed of by the Cook Amusement company and now becomes the possession of O. C. Taylor, formerly of Lincoln but recently of Denver.

N-E-W-S B-R-I-E-F-S

Cecil B. DeMille is making a series of shorts from the cutouts of "The King of Kings." These pictures, made from the left-over sequences, will not be released for five years and will be available only to churches.

* * *

C. R. Bray, veteran short subject producer, is returning to the short subject field. Bray made a feature recently, "Bride of the Colorado," but has decided to make no more.

* * *

There are a number of vaudeville troupes touring under the guise of "Our Gang." Hal Roach studio officials have been worried with the problem for some time and are making every effort to stop the imposters.

* * *

Unless present plans go astray, Rod La Rocque will be a stage star on Broadway next season. This does not mean that he will terminate his screen career, for the stage appearance will be but an interlude in his picture work. Details of the play have not been disclosed but it is understood he will make a screen version when his stage engagement has ended.

* * *

Metro's trackless train is on its way to Australia and Asia, having recently completed a tour of South America. The train has been so successful that it is planned to send the M-G-M lion, Leo, on a similar tour.

* * *

The M-G-M company in the South Seas where it is making "Southern Skies," has ordered 10,000 cans of salmon and enough flour to make an equal number of loaves of bread. The directors report that bakery bread and canned salmon are considered delicacies by the natives who are appearing as extras and it is only by the distribution of these products that the producers can keep the natives at work.

* * *

Schools of instruction for screen acting are being operated on a national chain plan, according to the Better Business Bureau of New York. These "phoney" institutes take money from thousands each year but so far have been successful in evading prosecution.

* * *

Anna May Wong, the Chinese screen flapper, sails for Germany this week to play in a Ufa production.

* * *

Cecelia De Mille, daughter of Cecil B. De Mille, is an extra in "The Godless Girl" which her father is directing.

* * *

Universal has required Fox to take out $25,000 insurance on Arthur Lake who will play in a Fox aviation story. Fox borrowed Lake from Universal and the latter concern is taking this precaution against losing its juvenile star.

* * *

Charles Puffy, Universal comedian, leaves for Europe this week to make several pictures under the direction of Edward Laemmle.

* * *

Metro-Goldwyn has renewed George K. Arthur's contract which still had a year and a half to run.

* * *

Harold Lloyd and his entire staff will have a three months vacation before starting on the comedian's next picture. Lloyd will go to New York in early April to attend the opening of "Speedy" at the Rivoli.

* * *

Harry Carey's ranch was ruined when the St. Francis dam broke two weeks ago. Beaudine was to have purchased the property the day after the disaster occurred.

* * *

There are rumors afloat that Charlie Chaplin may be knighted by England. Although there are denials from both parties, still the rumor continues. Chaplin says he will not return to England to make pictures regardless of the prospects of becoming a knight.

* * *

"Funeral Wagon," said to be the meanest bucking horse in the West, has been obtained by Paramount for a part in "The Vanishing Pioneer," a Zane Grey story in which Jack Holt will play the leading role.

* * *

Metro is taking no chances on having another experience with the Irish who protested against "The Callahans and the Murphys." When M-G-M completed "Bringing Up Father," another Irish yarn, the approval of the Ancient Order of Hibernians was obtained at a special screening. The society endorsed it.

All of Paramount's stars, with the exception of Bebe Daniels and Pola Negri, who were on location, participated in a midnight benefit for the victims of the St. Francis dam tragedy in Los Angeles last week.

* * *

Lon Young, formerly publicity director for Gotham, has started work on his first picture as an independent producer. The title is "Gentlemen Preferred."

* * *

"Vamping Venus," which First National intended for a program picture, will be released as a special in eight reels. It is a comedy on the "Helen of Troy" type, and many of the Troy sets have been re-dressed for the picture. Charley Murray and Louise Fazenda are starred.

* * *

Thomas Meighan started a picture for Paramount last week in a role of a Chicago police captain. The wardrobe was unable to supply an acurate outfit so the Chicago police department sent a picture of the correct uniform by telophoto process, thereby averting delay on production.

* * *

Johnny Arthur, George Davis, and Dorothy Devore are reported to have completed their present contracts with Educational.

* * *

Four theatre owners in Portland, Ore., were arrested last week for offering "country store nights" at their theatre. The police edict declared that these events are purely lotteries and a direct violation of the law.

* * *

Frank Edwards, formerly a moving picture theatre owner, was elected mayor of Seattle recently. He defeated Bertha K. Landes, who was running for re-election.

* * *

George Eastman, president of the Eastman Film Company, narrowly escaped death last week when the sleeping car in which he was riding in Egypt was destroyed by fire. Eastman lost his entire wardrobe and a small amout of film taken in the African jungles.

The PICTURE GUIDE

Little Tips on New Pictures

Red Hair.

Distributed by Paramount.
STAR: Clara Bow.
SUPPORT: Lane Chandler.
TYPE: Comedy-drama.
TIME: Present.
LOCALE: A seaside resort.
LENGTH: 7 reels.

SYNOPSIS: Bubbles McCoy, a pretty manicurist, is followed to the seaside by three dapper middle-aged men. Being bored by her surroundings she welcomes their attentions. When she sees Robert Lennon, another guest, she pretends to be drowning, Robert saves her, and a romance is started. At a party Robert decides to announce their engagement and Bubbles is astonished to learn that the three middle-aged men with whom she had flirted were Robert's guardians. The men promise not to object to the engagement if she'll promise not to tell Robert. When Robert wants to buy a fur coat from a man named Demmy, the salesman refuses to sell it as he says it is for his sweetie. Later Bubbles buys the coat and Robert believes that she is Demmy's sweetie and trouble brews. Then follows a great deal of fun in getting matters straightened out and all ends happily.

HIGHLIGHTS: Colored sequences, comedy, and resort scenes.

Their Hour.

Distributed by Tiffany-Stahl.
STAR: Dorothy Sebastian.
SUPPORT: John Harron, June Marlowe.
TYPE: Romantic drama.
TIME: Present.
LOCALE: An American city.
LENGTH: 6 reels.

SYNOPSIS: Jerry, who gets a job as shipping clerk in Shaw's office, falls in love with Peggy, the stenographer. After a time their engagement is announced and Jerry goes to Peggy's home for dinner. There he meets Cora, Peggy's cousin. Cora is of the gold-digging type and she decides to take Jerry away from Peggy. At a week-end party at Cora's summer place, Cora takes Jerry for an airplane ride. Meanwhile, Peggy realizes Cora's intention. The airplane makes a forced landing 300 miles away and Cora and Jerry are obliged to stay at an inn all night. Cora makes violent love to Jerry and Jerry is about to believe he is in love with her. He writes a letter to Peggy, asking that their engagement end, but he hasn't the heart to mail it. Cora finds it and mails it. When Jerry learns that Cora is really engaged to somebody else he races the train carrying the letter to Peggy. But the letter arrives first. Peggy pretends she did not receive the letter and listens to Jerry's plea for forgiveness.

HIGHLIGHTS: The airplane ride, the race with the train.

The Matinee Idol.

Distributed by Columbia.
STAR: Bessie Love.
SUPPORT: Johnnie Walker.
TYPE: Comedy-drama.
TIME: Present.
LOCALE: New York.
LENGTH: 6 reels.

SYNOPSIS: Don Wilson, star of a big revue, goes for a motor trip with the show manager, and accidently gets mixed with a tent show and is offered a job in a melodrama. Don takes it and Wingate, the manager, thinks the show would be a riot on Broadway. The players in their effort to be seriously melodramatic make the play seem like a farce comedy. Don thinks the manager is doing a mean trick by deceiving the company but Wingate continues with the show. In the company is Ginger, daughter of the show's owner. Ginger believes that she is being given a big chance with a real show, but when the melodrama becomes a laugh riot, she realizes the deception. She breaks off with Don but they are re-united when Don joins the "ham" company seriously.

Hersholt as John Sutter

The novel, "Sutter's Gold" has been purchased by Universal to be used as a starring vehicle for Jean Hersholt.

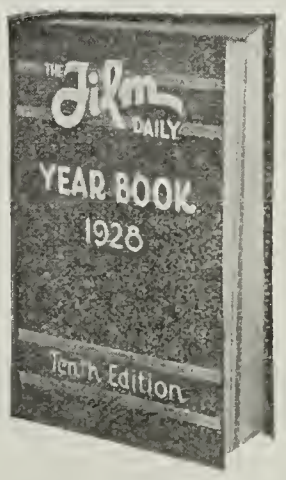
It is a story of the gold rush days of California in 1894 with the locale in Grass Valley, scene of the first gold find, and in San Francisco where the miners spent their dust. Hersholt will play the role of John Sutter, the man credited with the discovery of the gold which brought the first tide of immigration to California.

Wright To Supervise Sets

Harry Cohn, vice-president in charge of production for Columbia Pictures, has engaged Joseph Wright as art director for the company. He will succeed Robert E. Lee, and will have complete supervision over the designing of sets and costumes for the company's future productions. Wright has designed backgrounds for some of the screen's biggest productions. His most recent creations were the settings for Universal's "The Man Who Laughs."

A Real Service—

THE FILM DAILY renders its readers a real service. Reviews of features and short subjects regularly. Reviews that are constructive and written with the Box Office angle in mind. News of the industry daily, exploitation ideas for real showmen, equipment news. Everything about the industry daily. FREE with a full year's subscription, is the FILM DAILY YEAR BOOK, the one and only book of its kind published. Subscribe Now—



THE FILM DAILY

1650 Broadway **New York City**

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

	Won	Lost
Metro-Goldwyn-Mayer	47	25
United Artists	47	25
FBO-Warner-Liberty	40	32
Paramount	38	34
Pathe	30	42
Blizzard Fans	16	56

Individual Averages

Comer	185	C. Williams	149
Gorham	178	G. Harms	146
Hensler	176	Fitch	146
Cross	168	Van Dollen	144
Malm	166	Connors	143
Phillips	162	Fletcher	142
Weitz	158	M. Monsky	140
P Monsky	158	Branson	139
Booth	157	Malchaw	137
Barker	155	McCool	136
Fridell	156	Fischer	134
Danke	155	Williams	152
Doherty	154	Mitchell	130
Bierman	153	Funk	129
Faulds	153	Diamond	128
McLucas	152	J. Harms	125
Fangman	152		

FBO-Warner-Liberty and Metro had a real match. Precedent held good and Metro lost two games out of three. The results of Metro losing two games makes a tie out of the race between United Artists and Metro.

* * *

Next Monday is the final. Metro bowls Universal and United Artists rolls FBO-Warner-Liberty. Although Metro is conceded the break because of their taking on Universal, the pride of the cellar, we understand Universal will have a full team present for one of the few times this year. Anyway, the one winning the most games will be the champion of 1927-28.

* * *

Ben Fletcher sure took a real nose dive the opposite way last Monday and received a round of applause.

* * *

It has been definitely decided to have a mixed doubles tournament between the girl's and men's league. It has been decided to match up the bowlers to strike a total and all pairs below that agreed total to receive a handicap to make the total. In this way all pairs will start with the same total, giving the ones with the handicap the advantage. Partners are being drafted to be submitted next Monday night for the approval of all the captains. It has been suggested to roll this tournament on the following Monday night, the close of the season.

* * *

Hope Des Moines speaks up before it is too late. It certainly would be a fine climax to a successful season to take the boys on from Iowa. Des Moines should have much more confidence since little Jack Raper arrived. Jack would do all the betting himself. What say, Jack?

Goldburg Buys 4 Stories

Four stories have been purchased by Jesse J. Goldburg as the first four of the 1928-29 product of First Division Distributors. The stories are "The Comeback," a tale of the north woods; "The Bum," from the Munsey Magazine story by Charles K. Harris; "The Mocking Chevalier" and "The Pink Pearl."

Is There

—Anything you need for your theatre . . . ?

Do You

—want to buy or sell a theatre . . . . . ?

—want help or find employment . . . . . ?

If So

—A small "Ad" in "The CLEARING HOUSE" wantad section of the Eight Associated Publications will get the desired results—! and quickly . . . . . !

Only **8c** *a word tells*

10,000 Exhibitors *in 18 states*

Put **Power** into your advertising copy---and you put dollars into your box-office.

Here's the KEY that turns on the Power

The IDEA

is a whole bookful of Powerful copy. It's a SEAT-SELLER, if there ever was one—and it costs only ONE DOLLAR.

Date_____1928

Associated Publications, Inc.
Glover Bldg., Kansas City, Mo.

Here's my dollar for a copy of THE IDEA.

Name _____

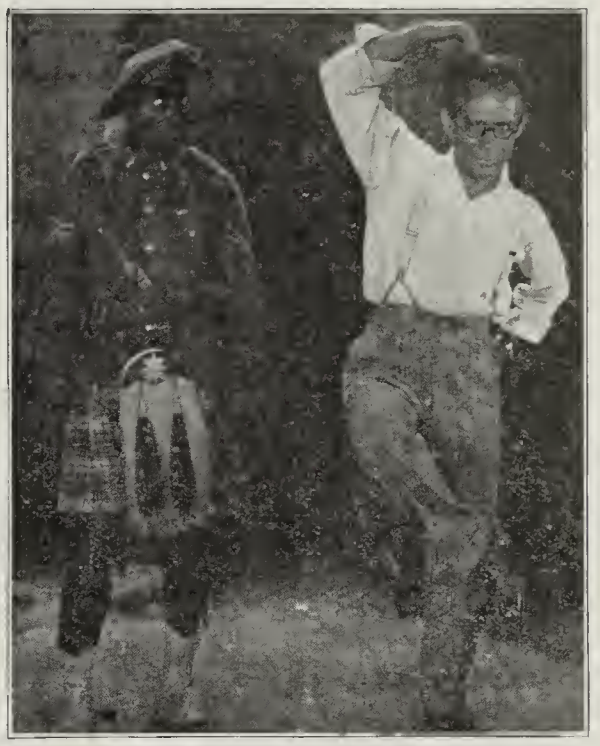
Theatre _____

Address _____

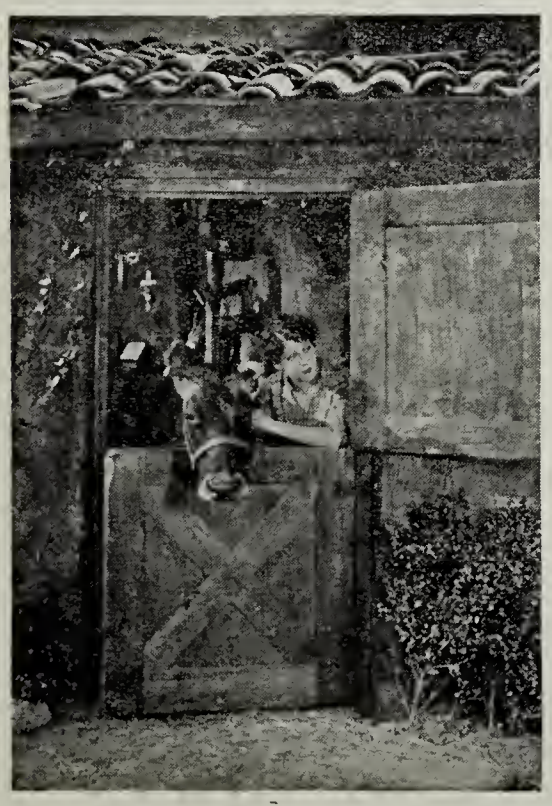
Town_____ State _____

PICTURE NEWS *Told in Pictures*

It looked like a hard winter when these scenes from Tiffany - Stahl's "Snowbound" were shot. Featured in this production are Lillian Rich, Betty Blythe, Bobby Agnew and Guinn Williams.



With the great partiality for Scotch these days, Stephen Roberts is learning a few steps in the Highland fling from Ray Turner. S. R. is an Educational director and R. T. is a featured player for the same company.



Judging from the scene at the left, it won't be so hard hereafter to keep the boys down on the farm. The young lady with the contented bovine is Patsy Ruth Miller, featured player with John Harron in the Tiffany - Stahl production, "Once and Forever."

Little Gloria Killian, youngest of the players appearing in the Paramount-Christie two-reel comedies.

In one of the big exploitation stunts of recent months, Pathe recently held a contest to discover the bird that was the closest living replica of its trademark. Above is the Chanticleer that won celluloid fame and brought a handsome prize to its owner. After winning the prize, this rooster was photographed with a group of Follies beauties and dined in traditional fashion.

EXPLOITATION IDEAS AND HINTS

Uses Tabloid Angle For Theatre Display

When the Blackstone Theatre, Detroit, played Universal's "A Man's Past," the publicity manager, Ben Wasnowski, applied the trick of the tabloid to his theatre display. Instead of featuring the film's name more prominently than anything else, the catchline, "Sensational Prison Escape," appeared over the title. Such a headline spread across a theatre front that, built and designed under Mr. Wasnowski's direction to look like a grim, gray stone prison, is up-to-the-minute showmanship.

Varied Stunts Sold "Love" To Denver People

A radio tie-up was the featnre of the "Love" campaign in Denver, Colo., when that M-G-M picture played at the Denver Theatre. Theatre Manager William Jacobs did the exploitation work on this feature, aided by M-G-M exploiteers.

Four days prior to the opening of "Love" announcements were made over station KLZ, calling attention to the high-lights of the picture. Laundry slips were inserted in 15,000 bundles, as part of the campaign. Through a tie-up with a biscuit manufacturer, 3,000 wafers in special paper containers advertising "Love" were distributed at a society theatricale.

Four days in advance of the picture's opening a "'Love' Colorado" contest was launched in the Denver Post. Contestants were asked to submit either an essary or slogan of not more than twenty-five words in explanattion of why one should love Colorado. All stories stated that M-G-M's "Love" inspired the contest, and also made mention of the picture's merit. The Post and Denver Theatre offered a wrist watch as the major prize, while two gold medals were donated by a local jeweler, as further prizes. All essays and slogans were turned over to the Chamber of Commerce for a national advertising campaign, in accordance with the "Love" contest publicity.

Confectionery stores featured "Love" Kisses. Drug store fountains served "Greta Garbo Hot Fudge Sundaes." Florists advised: "If you love her—say it with flowers. Then take her to see 'Love.'" A lingerie shop displayed "The 'Love' Pajamas of Greta Garbo," tying up with the special stills.

This Idea Available For Any Picture Shown

An appeal direct to the heart of the family was a feature of the Grauman's Chinese Theatre campaign during the first run of Charlie Chaplin in "The Circus" at Los Angeles.

One of the largest display ads of the campaign was devoted to "a personal message to every kiddie in Southern California from Sid Grauman," as the copy was headed, in a three-column by 12 inches space.

The text read:

"Get out your scissors before you start reading this—for you'll need them.

"To cut out this advertisement and place it on your papa or mama's dinner plate, with the coupon in the lower right-hand corner signed by you.

"Keep after your parents to bring you to the greatest of all shows and showplaces.

"Remind them first thing in the morning—last thing at night—at every meal—just before you leave for school—and as soon as you get home from school.

"They will enjoy it just as much as you will, just see if they don't.

"Yours for a big time,
Sid Grauman"

The coupon was a brief request to papa and mama to be signed by the child. The gag clicked big.

Courtesy Ticket Idea Good For Any Picture

The Rialto Theatre in Tucson, Ariz., made the week's run of "The Cohens and Kellys in Paris" the occasion of a courtesy contest. A special "Courtesy Reporter" from the Arizona Daily Star kept his eye peeled for signs of courtesy above the common and forced variety, and distributed ten tickets daily for such acts.

Each day the names of the winners were printed in the Star with an account of their special good deeds. The contest aroused a lot of interest and rated at least a column of newspaper publicity a day.

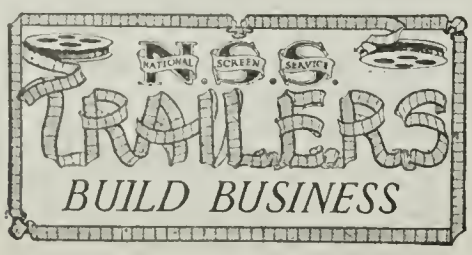
Obey that impulse Let FILMACK make Your Special Trailers

ONE DAY SERVICE — Someone Else May Be Giving You Satisfactory Service On Special Trailers, But—

PERFECT TRAILERS — *Give Us A Trial And You'll Be Surprised At The Courteous Treatment And Wonderful Service You Will Receive From Us.*

FILMACK CO.

730 S. WABASH AVE. CHICAGO, ILL.



A WARNING! Don't Be Misled!

The organ is today—and will continue to be—the prime feature of musical equipment in the biggest motion picture theatres in the country—a recognized fact among men who know.
DON'T CHANGE YOUR PRESENT MUSICAL EQUIPMENT UNTIL YOU ARE POSITIVE THE CHANGE WILL RESULT IN BETTER PRESENTATION WITH BIGGER NET RETURNS.
Filmusic Cues make accurate cuing extremely easy and enable the average exhibitor to reduce his music cost more than 50%. Write for catalogues and free special Filmusic Cues of 100 LATEST PICTURES.

100% MORE MELODY AND ACTION GUARANTEED WITH THESE SPECIALIZED ORGAN MUSIC ROLLS.

Special Price, 10 Picturolls, $10.00 (on standing order)
Keep Your Fotoplayer and Avoid Disappointment

FILMUSIC COMPANY
6701-15 Santa Monica Blvd. Hollywood, California

88 NOTE ORGAN MUSIC ROLLS

Lincoln, Vice-Pres. Natl. Theatre Supply, Resigns

Glen A. Lincoln, who has held the office of vice-president in charge of purchases with National Theatre Supply Company since the organization of the company, has resigned, to take up other lines of endeavor.

This announcement came as quite a surprise to his many friends. Mr. Lincoln has not announced his future plans. So far as could be learned, his successor has not been named.

Orchestraphone Enhances African Life Picture

"Simba," film portrayal of African native and animal life, is now showing at the Woods Theatre, Chicago. The picture was filmed during four years of hazardous life in the African interior by Mr. and Mrs. Martin Johnson. "Simba" is a sequel and climax to "Grass" and "Chang."

This picture of primitive life in the African wilds is supported by Orchestraphone, the recently perfected reproducing instrument, which carries the entire musical program. The instrument was installed at the Woods Theatre for use with this film by the National Theatre Supply company, which holds exclusive distributing rights.

"Simba" marks one of the first appearances of Orchestraphone used exclusively for the musical entertainment of a "Two dollar and up" house. The program includes an introductory speech by Martin Johnson, who headed the African expedition, and the theme song, "Song of Safri," sung by Frank Munn and recorded by Brunswick.

Market New Model Projector

Rumor has it that the Holmes Projector company of Chicago has nearly completed and ready for market, a new model of professional projector, for theatre use. Their portable model has been on the market for a number of years and has proven very popular. The new model will be supplied, it is said, with either high intensity or low intensity reflector arc.

Entire City Covered By "Jazz Singer" Stunts

J. S. O'Connell of the Vita-Temple Theatre in Toledo, Ohio, was responsible for an original and profitable exploitation campaign devised for "The Jazz Singer," starring Al Jolson.

Firing his opening gun with a protracted teaser and poster campaign, O'Connell blanketed the entire city with paper from 24-sheets to throw-aways, all of which showed a striking wood-block impression of the star.

A rodio and newspaper tie-up with station WTAL and the Toledo News-Bee consisted of a search for the best jazz singer in the community, the winner being chosen by ballot of the radio listeners and awarded a $50 prize, as well as tickets to the show.

At the hour set for the first showing of the attraction on the opening day, three giant bombs were exploded from the top of the theatre. Newspaper announcements that this would signal the arrival of "The Jazz Singer" in the city resulted in everyone within hearing distance becoming a voluntary press agent for O'Connell's show.

Clinching the campaign after the picture had begun its engagement, Mr. O'Connell had Vitaphone engineers wire in a special hook-up with WTAL whereby he could broadcast, a few nights apart, the various songs sung by Jolson on the Vitaphone during the screening of the film.

If its popcorn from a BURCH MACHINE it's the best popcorn in town.

Mr. Picture Show Owner—Tell us what your average weekly attendance is and we will tell you what your net profits should be monthly with a Burch Popcorn Machine.

BURCH MANUFACTURING CO.
1432 Wyandotte Kansas City, Mo.

Stardom for Shirley Palmer

Shirley Palmer who was engaged to play in Tiffany-Stahl's "The Scarlet Dove," has earned a five-year contract with that organization after M. H. Hoffman, vice-president, and John M. Stahl saw the young lady in her first scenes. It is understood that as soon as Miss Palmer finishes her work in "The Scarlet Dove" she will be given her first lead in "Marriage of Tomorrow." Miss Palmer was born and educated in Chicago and is a graduate of the Chicago University.

FOR—

the past ten years THE FILM DAILY has been reviewing pictures from the BOX OFFICE angle. For the next ten years THE FILM DAILY will continue to do just this. If a picture is good we say it is good. If a picture is bad we say it is bad. This is one reason why THE FILM DAILY is so respected.

THE FILMDOM'S NEWSPAPER Film DAILY AND WEEKLY FILM DIGEST

1650 Broadway N. Y. C.

Have You a Theatre that is a Lemon?

I am looking for a connection managing a Lemon Motion Picture Theatre or a combination house. Have had ten years managerial, publicity and exploitation experience and know how to make the box office register click. Have national reputation for making good and can furnish plenty of references as to my ability and integrity.

Will consider salary and a percentage of the profits. State in first letter full details—Address "Live Wire Manager," care

ASSOCIATED PUBLICATIONS, INC.,
Kansas City, Mo.

SHORT SUBJECTS

Spice of the Box Office

Green-eyed Love

Educational—One Reel

George Hall plays the lead in this Cameo one-reeler and Estelle Bradley is in support. The story concerns George's efforts to buy a birthday present for his wife without his wife knowing it. He calls up a jewelry store and asks the girl clerk to bring a necklace. The wife overhears the conversation and misinterprets the invitation. The clerk's sweetie trails his girl and when they all meet in the house there are a number of kicks-in-the-pants and a great deal of slapstick comedy until the situation is explained. Enough action is crowded into a single reel to make it a five-reeler.

On the Ice

Pathe—One Reel

Another of the Aesops Fables series in which the mouse enters a race to win a diamond ring offered by the villain. While the mouse is busy with the sleigh race the villain captures Milt Mouse's sweetheart. And when Milton comes back victorious he finds he has neither ring nor girl. So with the usual cartoon tactics he defeats the villain and gains his glory.

Indoor Golf

Universal—One Reel

Pa McGinis rescues a damsel whose skirt has caught in a fence on the golf course. When confronted with a picture her pal took of them, McGinis comes to terms with the gold-digger, but the girl manages to steal back the photo. Ma McGinis arrives unexpectedly and Pa introduces the girl as a golf instructor. Ma engages her for some indoor lessons. When the girl arrives she tantalizes Pa with glimpses of the picture. What with Ma intent on golf instruction, Pa crazy to recover the picture, and the girl determined to get more money from Pa, they have a busy evening.

Whoozit

Educational—Two Reels

This comedy, starring Charley Bowers, opens with the riddle: "What it it that lives underground, whistles, and takes care of 200 people?" And the answer is, "A Janitor." Charley is a janitor in an apartment and is called continually to do odd jobs for tenants. It is a trick comedy with Bowers bringing in some clever stunts. For instance, he has a gun battle with a cockroach and its grandfather. Later he rescues a half-dozen oysters from the frying pan. The oysters follow Bowers around like faithful dogs. Charley spends a great deal of time getting out of the way of an angry tenant and his razor. Charley had been called up to a room to fasten the dress of a woman and the husband comes in and misinterprets his act. Fast action and trick photography make this a good novelty comedy.

The Newlywed's Servant

Universal—Two Reels

The Newlyweds decide to have a nurse for Snookums. When she arrives she appears 100 percent efficient. However, Snookums doesn't take kindly to her nor to her high-handed methods. One day they go to the beach. While the family is putting up the tent and getting settled, Snookums walks into the ocean. Nurse is thoroughly soaked before she catches him. They go to an amusement park, have a wild time on the roller-coaster, almost wrecking Nurse.

The Prince and the Papa

Universal—Two Reels

Thelma Roberts expects to marry Horace Hopper, but the course of true love doesn't run any too smoothly. On the way to the Polo Club she stops for him only to be kept waiting while he finishes dressing. Finally they set off for the club, but stop when Horace's sympathy is aroused by a poor woman being abused by a roughneck. Horace rushes to the old lady's assistance and big-heartedly takes her to his home. It isn't long before Horace discovers he has befriended a meddlesome old busybody. In no time at all she makes trouble between Horace and Thelma. When last seen Horace was being harangued by the judge for a heartless wretch. The old lady was weeping, but Horace had a black eye. Evidently the old party scored one hit.

Role in "Dancing Girl"

With production on "The Tide of Empire" delayed because of the amount of research work and preparation involved for the film, Joan Crawford, who had been given the feminine lead in this story, has been asigned one of the two chief feminine roles in "The Dancing Girl," scheduled to go into production immediately. The other principal feminine role goes to Dorothy Sebastian. Johnny Mack Brown will play the male lead.

Cast For Hellship Bronson

Sam Sax, president of Gotham Productions, announces that the casting of the principals for "Hellship Bronson" has been completed, and the studio all set for shooting. Mrs. Wallace Reid will have the feminine lead, Noah Beery the male lead, with Reed Howe and Helen Foster as the chief supporting players. This is one of Gotham's current specials based on a drama of the sea.

More Fun Than A Circus

There's more fun than a circus wherever *Educational Pictures* are shown—more laughs, more variety, more enjoyment than could possibly be packed into three rings under a "big top." For *Educational* is the world's greatest producer and distributor of Short Features—*exclusively*.

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with Johnny Arthur
LARRY SEMON COMEDIES
KINOGRAMS
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CAMEO COMEDIES
DOROTHY DEVORE COMEDIES
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by Pat Sullivan
OUTDOOR SKETCHES
by Robert C. Bruce
LYMAN H. HOWE'S HODGE-PODGE CURIOSITIES
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Produced by Walter Futter
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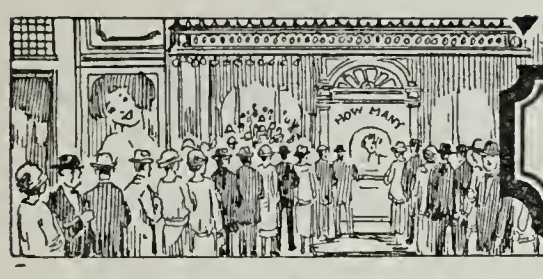

BOX-OFFICE REPORTS

COLUMBIA

The Clown—Pleased our crowd very much. Many compliments—V. C. Tustison, Broadway, New Haven, Ind.

Sweet Rosie O'Grady, Shirley Mason. —Quite good.—C. V. Milliken, Brookville, Ind.

Fashion Madness.—A nice little picture, well dressed.—Cecil V. Dye, Storm, Oakland City, Ind.

FBO

Tarzan and the Golden Lion.—Not so good, yet it drew fairly well. Very pleasing to kids.—W. C. Slinker, Strand, Greenfield, Mo.

FIRST DIVISION

Transcontinental Limited, Johnny Walker.—One of the best fast moving comedy-melodramas ever released.—William Parsons, Aladdin, Kansas City, Mo.

Test of Donald Norton.—One of the best pictures we have played in a long time. Splendid acting and photography. —H. Graham, Miller, Manhattan, Kas.

Test of Donald Norton, George Walsh —A strong virile drama of the Canadian wilds that sends them away satisfied.—M. A. Vliet, Pershing, Joplin, Mo.

Winning the Futurity, Cullen Landis. —Very good picture. Had several compliments on it. Film in good condition —L. P. Fitzgerald, Gem, Nickerson, Kas.

Shamrock and the Rose, Edmund Burns.—A fine picture but it is better suited to large towns.—L. P. Fitzgerald, Nickerson, Kas.

FIRST NATIONAL

The Shepherd of the Hills, Molly O'Day.—What it lacks in following the book is overcome in drawing power. By all means, if you are in or near the Ozarks, play it.—W. C. Slinker, Strand, Greenfield, Mo.

PARAMOUNT

City Gone Wild, Thomas Meighan.—Dandy crook story, well acted with strong support. Drawing power good.—W. C. Slinker, Strand, Greenfield, Mo.

Barbed Wire, Pola Negri.—One of Negri's best. Not so emotional as some of her pictures. Very good.—C. N. White, Community, Laurelville, O.

Running Wild, W. C. Fields.—Rightly named. He sure does a real peppy comedy. Well received.—C. N. White, Laurelville, O.

Rolled Stockings, Junior Stars.—A very nice little school picture. But how did they get the name?—C. N. White, Laurelville, O.

Nevada, Gary Cooper.—Another good Cooper western. Audience very well pleased.—C. N. White, Laurelville, O.

Beau Geste, Roland Colman.—One of the finest pictures we have shown. Should please any audience.—C. N. White, Laurelville, O.

Beau Geste.—Best ever here.—C. H. Ketterman, Colonial, Alma, Kas.

PATHE

The Yankee Clipper, William Boyd—Good action sea picture. Star well liked here. Business good.—W. C. Slinker, Strand, Greenfield, Mo.

UNIVERSAL

Cat and the Canary, Laura La Plante. —Good mystery.—C. H. Ketterman, Colonial, Alma, Kas.

The Chinese Parrot, Marian Nixon.—Better than Cat and the Canary and sure pleased extra patronage. It's a real special at program cost.—W. C. Slinker, Strand, Greenfield, Mo.

STATE RIGHTS

Speed Spook, Johnny Hines.—Good entertainment which went at a price a small town can afford.—C. A. Riggs, Gem, Hartford, Kas.

The Desert Demon, Buffalo Bill, Jr. —Is a lot better picture than "Born to the West." Try a Buffalo Bill, Jr., and make some money. He never has a flop. Play Independent pictures and make money.—John Willey, Rex, Mulberry and Arcadia, Kas.

Where the North Holds Sway, Jack Perrin. — Starlight exceptionally good. An all around good picture.—Fred Larkin, Community, Beattie, Kas.

SERIALS

STATE RIGHTS

Heroes of the Wild, Jack Hoxie.—This serial broke all house records for Saturday. Don't pass this up.—G. E. Shilkett, Rex, Joplin, Mo.

Heroes of the Wild, Jack Hoxie.—One of the best serials I have run. Business holding up good. Don't fail to book this one.—H. H. Barrett, Colonial, Kansas City, Mo.

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

_____

_____

_____

_____

Title _____

Star _____

Producer _____

Remarks _____

_____

_____

_____

_____

Title _____

Star _____

Producer _____

Remarks _____

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_____

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_____

Exhibitor's Name _____

_____

House Name _____

_____

Kind of Patronage _____

_____

Town _____

_____

State _____

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NATIONAL high intensity carbons; 1,000 13.6 m-mx20 in. and 1,000 7-16 x9 in. Total 2,000 carbons $325 f.o.b. Atlanta. Thos. F. Callahan, 1296 Murphy ave. S. W. Atlanta, Ga. P3t 3-31

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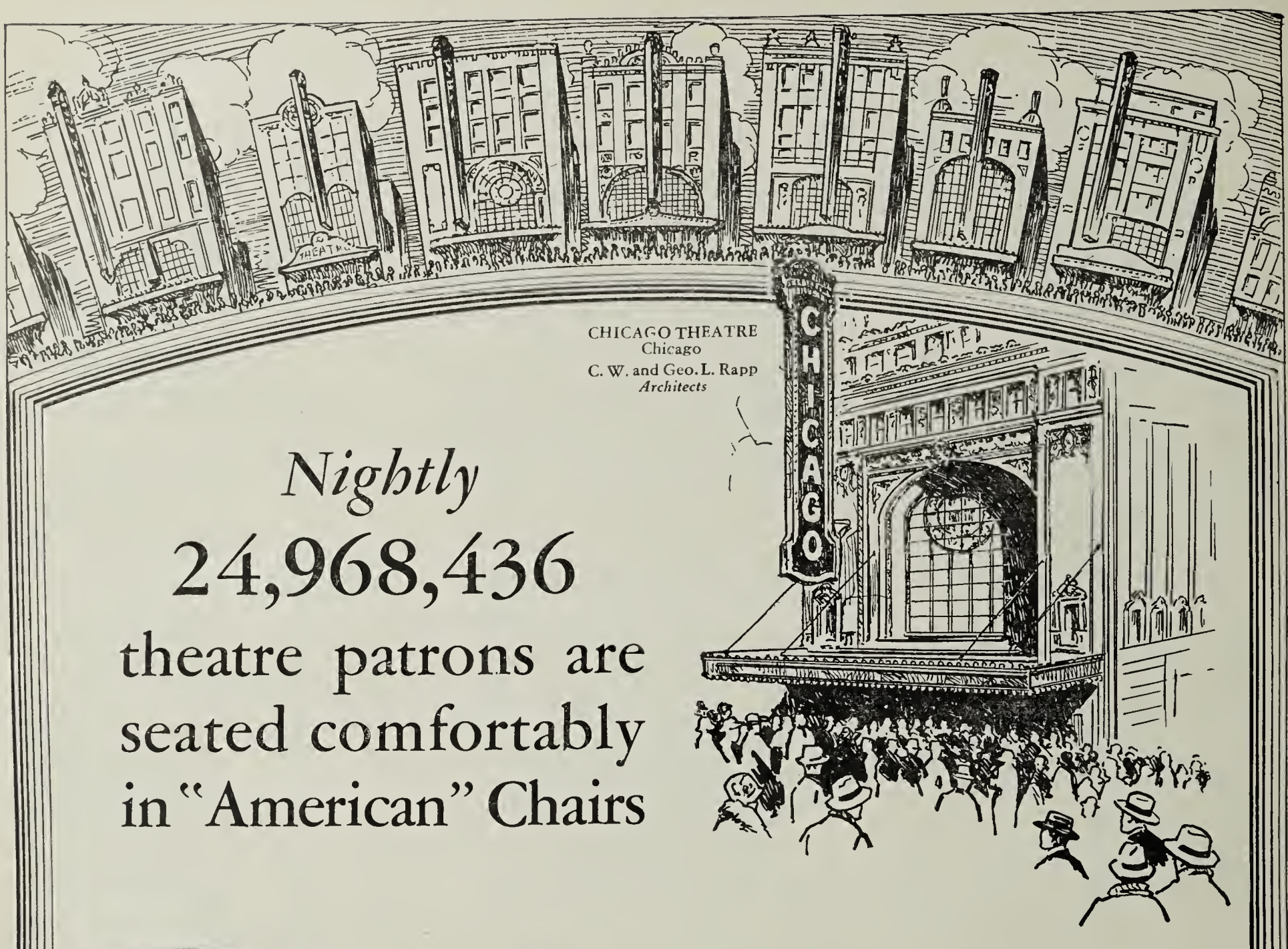

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MOVIE AGE

Volume VI — OMAHA, NEBR., APRIL 7, 1928 — Number 20

A Business Magazine
for the Film Trade in Iowa and Nebraska

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March 13th. '28

The Synchophone Co.,
1818 Wyandotte St.,
Kansas City, Mo.

Gentlemen:—Wish to inform you of my perfect satisfaction with the Synchrophone which you installed in my theatre on February 28th, '28.

During the time the machine has been installed, I have run pictures of widely different themes, and have had no trouble whatever in cueing each one perfectly. Our operator has had no experience whatever, in fact, states that it is quite simple and very much a pleasure to operate.

Insofar as the music produced by the Synchrophone is concerned, I have not heard anything that compares with the wonderful tone of the Synchrophone and you know I investigated several machines, in fact, practically all now on the market of all types and come to the conclusion this was the most practical as the latest music can be obtained for it at all times at a small cost.

The music produced is not only beautiful, but it is full and round in tone and most realistic.

Our patrons are very enthusiastic, favorable comments being received from all classes.

This machine puts our music on a par with the larger city theatres and I do not hesitate to recommend it.

Very truly yours,
Arthur T. Perkins
Mgr. & Owner Schnell Theatre

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1818 Wyandotte St. Kansas City, Mo.

EDITORIAL COMMENT

The World's Show Window

BROADWAY — the show window of the world, is alive with activity. We have had occasion to visit here several times during the past six months and each time it has grown more fascinating. Here there is competition—the kind of competition that brings out the very best of ingenuity—showmanship in big quantities. Here the theatre is a glorified art. And the long lines of patrons, waiting to get to the box-office, are an inspiration. This is truly a sight that every exhibitor should see, at least once while he's in the business.

New York is the world's show window for many things. It sets the pace for the rest of the world in many hundreds of businesses. And motion pictures are one of its leading enterprises.

In the ready-to-wear business, for example, the alert ready-to-wear merchant, whether his business be located in Chicago or Waterloo, Ia., goes to New York several times a year, not only to see the new styles that the market offers, but also to see what fellow merchants are doing—how they are dressing their windows; how they are putting on their sales; what they are doing in one way or another to get business and keep up the volume and the profit.

The picture business changes more rapidly than do styles in women's clothing. There's always something new to be learned. And a good place to learn it is right on Broadway. Mr. Average Exhibitor will find it a good investment to go up to Broadway some one of these times and observe carefully the showmanship that fills the atmosphere from canopy to screen.

* * *

Bad Business

THE double feature idea seems to be taking hold of exhibitors again in various parts of the country. It seems that when business falls off on a few nights in the week for several successive weeks for want of some better remedy, a lot of exhibitors will every so often be struck with the bargain idea and show two feature pictures on one night. We even know of one case where a first-run house that is having pretty stiff competition is showing a double feature program in addition to Vitaphone and a musical tab.

This is bad business. It's something that can't be kept up forever and once the policy is set it's hard to change. The public is given to expect too much and when you change back to regular policy you find that you've set a bad precedent.

We asked one exhibitor who was showing double programs if he found those nights of the week to get him more business, and, if they did were they profitable. He said that the idea took fine for the first couple of nights and that he was lucky to break even. We asked him why he continued the policy, if it didn't make him money. And he replied that he had to do it to use up a lot of pictures that he had no open dates for. It would be far better, we think, if he would have paid for those pictures and shelved them.

The public can't be fooled all the time. It knows that two good pictures cannot be shown on the same bill always. It expects one of them to be poor and probably suspects both of them to be lacking in merit.

Double feature programs rarely are good business.

* * *

The Sunday closing blue law question seems to be bobbing up with increasing regularity in many sections of late, and we hear of some towns that have heretofore enjoyed seven day runs that have been closed on Sunday. Just why the reformers should take picks on the theatre industry in this respect has always been a mystery. We sometimes wonder if perhaps the manner in which the local show houses have been conducted, the kind of advertising they do, and the class of attractions featured, may not have something to do with it, in those towns where Sunday closings have been ordered.

MEMBER OF THE FILM GROUP ASSOCIATED PUBLICATIONS

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MOVIE AGE

MARGARET FOLEY
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Film Exchanges at Sioux Falls May Be Closed

It is rumored that Paramount, Universal and FBO home office executives have reached an agreement whereby the branches of those companies located at Sioux Falls, S. D., will be closed and a shipping office will be opened instead to handle the shipment of all distributors in the territory now served by Sioux Falls.

Practically every leading producer, it is understood, will participate in the maintenance of the Sioux Falls shipping station, the operation cost of which will be pro-rated.

Second Showing at Rialto

After the premier of "Tenderloin" in New York, Omaha theatregoers will have the privilege of seeing the second exhibition of the picture. This is Warner Bros. first complete talking picture, starring Dolores Costello, whose voice is heard throughout the picture. "Tenderloin" is showing all week at the Rialto Theatre.

Tom Mix In Omaha

Tom Mix, who is appearing at the Orpheum Theatre at Omaha this week with his horse Tony, was given quite a reception on Movie Row Wednesday. Three hundred exhibitors from the territory were in Omaha to meet the popular western star, who is soon leaving to make pictures in the Argentine. The FBO office held a reception last Wednesday, at which refreshments were served to the visitors. Mix was present to meet his many film friends.

BRIGHT BITS *and* NEWSY NOTES

A. E. Garner, formerly of Guide Rock Nebr., has bought the Strand Theatre at Orleans, Nebr., and the Moore Theatre at Stanford, Nebr., from Moore Brothers. The deal was made by Ed Forke, theatrical broker of Lincoln. Mr. Garner was in Omaha Tuesday visiting movie row to arrange his contracts.

* * *

Smith & Colby of Leeds, Nebr., have taken over the Amusu Theatre at Pearson, Ia., from Earl Krum.

* * *

N. L. Curtis, of the Universal Theatre at Dorchester, Nebr., visited the exchanges last Tuesday.

* * *

E. C. Preston, who has been operating the Armory Theatre at Hastings, Nebr., has closed the house and quit business.

* * *

Mayer Monsky, of the Blizzard Fan Co., returned from a sales trip last week and reports business fine. This California weather we have been having is certainly good for the fan salesmen.

* * *

Carl Bard, one of Movie Row's familiar figures, made a trip to Chicago recently, only to be laid up for a week with a throat infection while there.

* * *

Frank Pennington, of the Rialto Theatre at Clarinda, Ia., was seen along Movie Row Tuesday.

* * *

O. C. Taylor has bought the Dean Theatre at York, Nebr.

* * *

Frank Blotcky, Liberty Film's special representative, has just returned from a successful ten day trip and reports that the exhibitors are keeping open time for Gotham pictures.

Anti-Crime Picture Shown

"The Crooked Path," portraying the life of a criminal, was shown to members of the Omaha Junior Chamber of Commerce at a smoker Wednesday night. Frank (Monk) Trummer, well known reformed convict, took the lead in the picture. He was assisted by his mother, Mrs. Mary Trummer. The film was made in Omaha by Liberty Films and is built around Trummer's life story.

Barnes City, Ia.—Mr. Dunlap of Cedar Rapids has sold the opera house here to Kate Moore.

Cedar Rapids, Ia.—The theatre at the corner of Third avenue and Second street will be known as the Capitol, according to announcement by Leonard Stark of the Theodore Stark & Co., general contractors for the Century Building corporation, which is erecting the theatre building.

Doug, Jr., and Barbara Kent Go With Columbia

Douglas Fairbanks, Jr., and Barbara Kent will play the juvenile leads in Columbia's "Modern Mothers," the story of a famous actress whose publicity-made past comes up to haunt her future. The only other player selected so far is Helene Chadwick, who has been chosen to play the mother role.

Fairbanks and Miss Kent are juveniles who have apepared in some of the outstanding productions of the past year Miss Kent was borrowed from Universal. Young Fairbanks made his first hit in "Stella Dallas" and has been featured by most of the big companies.

Re-Name "Dancing Girl"

"Dancing Daughters" has been selected as the definite title for the picture formerly known as "The Dancing Girl," now in production at the Metro-Goldwyn-Mayer studio. Dorothy Sebastian, Joan Crawford and Anita Page have featured roles.

ELECTRIC SIGNS

SPECTACULAR NEON GAS

INTERCHANGEABLE

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TRADE LU-MI-NUS MARK

Consult Our Theatre Department

Metro Bowlers Repeat And Are Omaha Champs

The Omaha bowling season closed in the most sensational manner. To imagine that two teams finished the year, both teams tying, the same number of games won and lost, something that very seldom happens, and then to think that there was enough sportsmanship to reach the decision that the two teams —United Artists and Metro-Goldwyn-Mayer—should bowl one game, winner to be declared champion of the year 1927-28. In view of the fact that Metro-Goldwyn-Mayer won this game, they are the champions. We must compliment this team in winning the championship, and we might say against odds. Because of the fact that they also won the championship last year, we can feel safe in saying that the majority would have liked to see a new champion this year. For no personal reason; nothing other than a new champion always revives that much more interest for the others.

United Artists, although they lost, have an exceptionally good team, and showed their sportsmanship in rolling off to decide the championship for the year. One of the two teams had to lose, and it so happened to be United Artists.

There was a large crowd there, and everyone stayed to see the finish. Everyone enjoyed it. The match was so close that Metro only won by nineteen pins. This will again show how evenly matched both teams were.

The scores for the individuals were as follows:

United Artists

Cross	142
Von Dollen	134
Diamond	135
McLucas	190
Gorham	182
Total	795

Metro-Goldwyn-Mayer

Booth	167
Fridel	204
Fangman	149
Harms	134
Hensler	160
Total	814

Even though the Fox girls fought along throughout the season with only three players, they succeded in coming out ahead by two games. FBO won a close second and Metro-Goldwyn came in third. Mrs. Cross of the FBO team headed the individuals with a 138 average. Eva Casper from the Fox team was next with a 135 average. We must give the Warner girls credit for sticking to it to the end and putting up some mighty stubborn resistance, after being put at a great disadvantage by forfeiting several games on account of not being able to appear on two evenings.

Mixed Doubles Tourney To Be Held Monday Eve

The secretaries of the women's league and the men's league have decided on the mixed double tournament, which will be held Monday night at 9:00 P. M., April 9.

We believe the arrangements made in deciding partners is the most fair one ever decided upon. They are as follows:

The leader of the men bowls with the lowest average in the women's league. Next to the leader in men, bowls with the next lowest in the women's, etc., down the line. Thus the highest average in the girls' league bowls with the lowest in the men's league. It so happens in totaling both scores the totals run from 249 to 280. This will show not a great deal of difference. Therefore, in order to put all on an equal basis there will be a handicap, the difference between the lowest total, 249, and 280. That is, 75 per cent of the difference in these two totals as handicap. The partners and handicaps are as follows:

Partners	Av.	Total	Hdcp.
Trent	75		
Comer	185	260	15
Cohn	78		
Gorham	178	256	18
Molseed	82		
Hensler	176	258	16
Gilchrist	85		
Cross	169	254	19
Lonergan	89		
Booth	160	249	22
Nepodal	92		
P. Monsky	157	249	22
Thortson	94		
Fridell	155	245	22
Frankson	102		
Danke	155	257	16
Blesh	104		
Doherty	155	259	15
Foley	105		
Bierman	153	258	16
Anderson	109		
McLucas	154	263	12
Gillen	111		
Fitch	148	259	15
Casper	134		
Harms	146	280	0
Cross	137		
Fletcher	142	279	0

BUYERS for your THEATRE!

Two exhibitors are interested in buying a theatre. Perhaps your house is just what they want. Get in touch with them now—see THE CLEARING HOUSE, page 18, this issue.

The difference in the cost of bowling and the amount paid will go as prides. Therefore, there will be cash prizes for the first three, highest couples to receive 50 per cent, second 30 per cent and third 20 per cent. There are hopes of securing other prizes donated by the different merchants, to make this much more interesting.

The individual averages of the different members of the league are most unusual, in view of the fact that the great majority of the bowlers only rolled three games a week, which means if they bowled regular, possibly in other leagues or in practice, their averages could have easily been increased ten pins.

The following statement was made by the officials of the bowling league:

"We, the members of the bowling league, and I am sure we can voice the sentiment of this business in its entirety, wish to thank MOVIE AGE for their kind support in publishing the scores each week and the news items. MOVIE AGE, we are sure, was a big help in making this a success, because naturally everyone is interested in MOVIE AGE and this was an added attraction in every sense of the word. A number of times this year we have heard the exhibitors talk about the bowling. On the other hand, a great number of exhibitors may have thought a certain manager or an employee a poor sport, or a man that did not value friendship or good will, but have found out that this certain man or men were bowlers and must be good fellows or they would not be bowling. On the other hand, there have been a great number of exhibitors following the scores each week. Therefore we are certain in your publishing the scores and items they were of interest to 60 per cent of the exhibitors in this territory.

"Again we thank you, and assure you your efforts were greatly appreciated."

M. P. Industry Carries On Vast Charity Program; 14,356 Cases Arbitrated

A vast nation-wide charity of the motion picture industry; an amazing number of disputes in the trade amicably settled by arbitration, without recourse to the courts, are disclosed by the annual report of the Film Boards of Trade for 1927, released this week by the Motion Picture Producers & Distributors of America, Inc.

Nearly one thousand institutions for orphans, soldiers recovering from injuries from the late war, places housing the old folks, penitentiaries both State and Federal, were provided with free entertainment by these Film Boards of Trade. The total number of pictures shown, without cost in these institutions, was 22,165, of which more than 12,000 were feature pictures being shown currently in the local theatres. The film rental for pictures donated would amount into hundreds of thousands of dollars. As a consequence of this charity, it is calculated that more than 170,000 inmates of the various institutions mentioned see motion pictures gratis weekly.

The reports from the various Film Boards show that the distributors located in the following exchange centers furnished films gratis to the corresponding number of institutions: Albany, 16; Atlanta, 17; Boston, 22; Buffalo, 21; Butte, 3; Charlotte, 9; Chicago, 116; Cincinnati, 8; Cleveland, 69; Dallas, 6; Denver, 23; Des Moines, 5; Detroit, 18; Indianapolis, 21; Kansas City, 20; Los Angeles, 20; Milwaukee, 24; Minneapolis, none; Memphis, 6; New Haven, 10; New Orleans, 11; New York, 38; Oklahoma City, 7; Omaha, 31; Philadelphia, 41; Pittsburgh, 19; Portland, 4; St. Louis, 42; Salt Lake City, 17; San Francisco, 45; Seattle, 11; Washington, 9.

The summary of the report of the operations of the Boards of Arbitration, operating through the local exhibitor organizations and Film Boards of Trade, discloses the amicable settlement of a great number of disputes without recourse to expensive lawsuits. There were 15,451 controversies between exhibitors and distributors—controversies involving $4,269,752.06.

Of these disputes there were 14,655 claims totaling $3,963,004.82 made by distributors; and 796 claims totaling $306,749.24 by exhibitors. Fourteen thousand, three hundred and fifty-six controversies involving $3,825,636.76 were disposed of as follows: 4,671 claims totaling $1,254,273.04 were settled before submission to arbitration; 2,368 claims involving $671,920.32 were withdrawn after submission to arbitration; 6,593 claims involving $2,047,723.16 were considered by the Boards of Arbitration, of which number 426, involving $150,331.35 were dismissed. Of this number of claims but 36, involving $20,733.71, required a seventh arbitrator.

There were 425 claims, involving $129,384.23, awarded against distributors; while the awards against exhibitors were 6,017, involving $1,591,037.73. There were five claims involving $878.72 litigated before submission to arbitration. There were 62, involving $48,344.55, requiring a court proceeding after submission, of which number but nine, involving $1,345.34, were court proceedings to enforce compliance with the awards made, and for the entry of judgments. At the end of the year, 1927, there were pending 1,095 claims, involving $444,115.30, undisposed of.

In the four years that arbitration has been conducted in the industry there have been 50,006 controversies disposed of, totalling $11,230,298.94.

Paramount Reports 1927 Profits Over 8 Millions

Paramount in its consolidated statement, which includes earnings of subsidiary companies, reports combined net profits of $2,407,570.42 for the three months, and $8,057,997.76 for the year ended December 31, 1927, after deducting all charges and reserves for federal income and other taxes. The year's figures include $786,000, Paramount's undistributed share of earnings of Balaban & Katz corporation, a 65 per cent owned subsidiary.

After allowing for payment of dividends on the preferred stock, which was outstanding during the year 1927, but which was retired on February 1, 1928, the above profits amount to $3.84 for the three months and $12.85 for the twelve months on the average number of shares of common stock outstanding.

The balance sheet discloses that the ratio of current assets to current liabilities is 2.71 as compared with 1.91 at the year end 1926, and that the working capital of the company has increased during the year from $17,246,000.00 to $26,052,000.00.

Lloyd at "Speedy" Premiere

Harold Lloyd was in New York to attend the world premiere of his latest Paramount release, "Speedy," at the Rivoli Theatre on the night of April 6. The comedian was in New York for more than two months last fall, making local shots in connection with the picture, but this trip is in the nature of a vacation. He specified that he should not be called upon to make a speech or stage appearance at the opening. The film is to be shown in about 250 cities on April 8, the date of the general release.

First National Shifts Several Branch Managers

First National, in preparation for the spring selling season, has made a number of changes in its sales force, according to Ned E. Depinet, vice-president and general sales manager.

The following changes have been made operative:

D. P. Rathbone, manager at Memphis, Tenn., has been promoted to the position of manager at St. Louis. Fred M. Jack, heretofore assistant manager at Atlanta, has been made manager at Memphis.

C. A. Clegg, heretofore traveling representative, has been promoted to the position of manager at Altanta.

R. S. Wehrle, former representative of the foreign department in Central Europe, has been transferred to the United States and appointed manager at the Albany, N. Y. exchange.

L. E. Davis, manager at Seattle, is to be manager at Portland.

L. O. Lukan, special field representative, is to be manager at Seattle.

R. C. Seery, former manager at Chicago, will be a special home office representative, with headquarters at Los Angeles.

Gradwell Sears, former manager at Cleveland, is the new manager at Chicago. Carl Lesserman, former assistant manager at Chicago, has become manager at Cleveland.

Al Jolson Due On Coast For Next Warner Picture

Al Jolson will arrive in California the latter part of April to prepare for his next film appearance as a Warner Bros. star. The picture, as yet untitled, will use more elaborate Vitaphone effects than were employed in "The Jazz Singer."

Mr. Jolson is making his last stage appearance this season. He is appearing in Chicago for four weeks as a special courtesy to the Shuberts, but as soon as this engagement terminates he will concentrate his energies on work at the Warner studio.

Says Exhibitors Pleased With Independent Pictures

Budd Rogers, vice-president of Gotham Productions, who has just returned from a two months' trip around the country, during which he conferred with prominent exchangemen and exhibitors, reports a glowing reaction of theatre men on the quality of product they have been receiving from independent producers.

"This reaction" said Mr. Rogers," I received first hand, and is not at all based on hearsay or guess work. In fact the primary object of my eight weeks' mission on the road was to sound out definite sentiment one way or another, and on the basis of these findings did we finally come to the policy decided by Gotham for the season of 1928-29.

"Actual pledges of co-operation and support from the men who in the final analysis are the real merchandisers of product to the public, paved the way for Mr. Sax's and my decision to build a program of thirty pictures of which four will be specials. These pledges are nothing else but the sequel to the satisfaction created by the quality of Gotham product that has been meted out during the past year."

Dix Picture Title Changed

It will be "Warming Up" instead of "Knocking 'Em Over" as the title of the next Richard Dix starring picture. Dix has been at work on the picture for several weeks. The story deals with baseball in the bush leagues and the majors. The director is a former professional bal player and the cast includes a large number of old time diamond stars.

To Make All Features With Vitaphone Aid

Warner Bros. announced last week that not only their special productions but every feature made during the coming season at their studios will employ Vitaphone sound to enhance the dramatic effect.

This policy, however, will carry the same proviso that has gone with the productions of Vitaphoned features before—that every picture will be made available with or without the sound records and will be produced in a manner that will make them as suitable to the exhibitor not yet equipped with Vitaphone as to the one already employing the invention in his theatre.

Movie Film of Vilma Banky Sent Via 'Phone

For the first time in history, motion pictures were sent over telephone wires on Wednesday of this week. The telephotographic process, hitherto reserved for "stills" alone, was used in transmitting a film of Vilma Banky from Chicago to New York. Two hours were required in the process, five times faster than Colonel Lindbergh could have carried them and ten times more rapidly than the fastest train.

Miss Banky stepped off the Twentieth Century Limited in Chicago, on her way to Hollywood on her return from her former home in Hungary, and smiled into a waiting motion picture camera at 10:30 o'clock in the morning. Seven hours later and 1,000 miles away, the Chicago smile of the star was flashed from the screen of the Embassy Theatre in New York.

The negative of the film was developed, dried and cut into 6-inch strips in Chicago. These strips were pasted, three in tandem, and then re-photographed. The resultant positive films were then placed on the sending machine. Transmission of each plate of three strips took seven minutes. Each "take" was numbered, so that the continuity of Miss Banky's smile was assured.

FBO Will Distribute 9 Pictures Next Month

FBO will distribute three features and six short subjects during May. These include "Crooks Can't Win," a melodrama in which the cast comprises Ralph Lewis, Thelma Hill, Sam Nelson, Joe Brown, Eugene Strong, James Eagle and Charles Hall. It will be distributed on May 11.

On May 13 "Alex The Great," will be ready for exhibitors. The cast is headed by Richard 'Skeets' Gallagher. "The Little Yellow House" will be seen on May 28. In the cast are Orville Caldwell, Martha Sleeper, Lucy Beaumont, William Orlamond, Edward Peil, Jr., Freeman Wood and Edythe Chapman.

The six short subjects scheduled for release include: "Mickey's Wild West," a two-reel Mickey McGuire subject, set for May 7 release; "Silk Sock Hal," a two-reel Karnival Komedy with Al Cooke featured, set for May 14 release; "Big Berthas," a two-reel Standard Fat Men comedy, also distributed on May 14, and "Come Meal" a Karnival Komedy, set for May 28.

Ohio M. P. T. O. Manager Calls On Laemmle To Back Brookhart Measure

Carl Laemmle, president of Universal, has sent letters to exhibitors who have bought "We Americans" asking them to amend their contracts and to play the picture on a percentage basis with the agreed contract price as a guaranty. Laemmle frankly states that the picture was sold before it was completed, that it cost much more than was estimated, and that it turned out a bigger picture than was planned. In order to recoup himself for the added production costs, he asks the exhibitor to come forward and offer to play percentage over and above a fixed sum. At no time does Laemmle suggest that the original contract for "We Americans" will be abrogated. He just asks the exhibitor to meet him half way.

P. J. Wood, business manager of the M. P. T. O. of Ohio, has answered Laemmle's letter, seizing upon this appeal to win Laemmle over to the support of the Brookhart bill, and especially that section of the bill which provides that all pictures shall be completed before sold. The letter reads as follows:

My Dear Mr. Laemmle:

I have always contended, and your circular letter of March 22 in connection with "We Americans" is further proof of the fact, that you still remain the most ardent friend of the independent exhibitor.

One of the provisions of the bill introduced in the Senate by Senator Brookhart of Iowa provides that no pictures shall be sold until they are completed and ready for release, and I think you will agree with me that if such a sales condition had existed at the time you offered "We Americans" for sale, there would have been no occasion for you to now ask the buyer to pay you more money for a picture the value of which, when sold, was problematical.

By your own admission it was a mistake for you to sell this picture before it was completed. So long as you have made this admission, it makes the fact unanimous as between Universal and the independent exhibitors of the country, and we now hope that at an early date you will supplement this admission by unqualifiedly endorsing the other provision of the Brookhart bill which makes it unlawful to force pictures on exhibitors in blocks if they do not desire to buy them in this manner.

Agreeing with you that in the past you have done much for the independent exhibitors of the country, and assurring you of our happiness to learn that there is at least one producer who realizes that there are objections to selling pictures before they are made, I am

Cordially yours,
P. J. WOOD,
Business Manager M. P. T. O. of Ohio

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING MARCH 31

MOON

Cheating Cheaters, (Universal), Betty Compson, Kenneth Harlan.
Business: Fair.
Audience Reaction: Nothing extra.
Summary: Employing clever tactics, two gangs of crooks from New York underworld invade the haunts of millionaires. Romance, comedy and thrills combined in an interesting melodrama.
Entertainment Merits: 70 per cent.
Short Subjects: "Buster's Handicap," Buster Brown comedy.

RIALTO

Patent Leather Kid, (First National), Richard Barthelmess, Molly O'Day.
Business: Still good. Second week.

RIVIERA

Showdown, (Paramount), George Bancroft, Evelyn Brent.
Business: Very good.
Audience Reaction: Divided opinion.
Summary: Drama of the oil fields of lower Mexico where white men seldom tread. The entrance of a beautiful woman among five men battling for the black gold provides the excitement.
Entertainment Merits: 85 per cent.

SUN

The Thirteenth Juror, (Universal), Francis Bushman, Anna Q. Nilsson.
Business: Fair.
Audience Reaction: Pretty good.
Sumary: An attorney's defense of an innocent man, the attorney himself being the murderer. Taken from Henry Irving Dodge's "Counsel for the Defense."
Entertainment Merits: 80 per cent.
Short Subjects: "Us," Charles Chase comedy.

WORLD

Silk Legs, (Fox), Madge Bellamy, James Hall.
Business: Good.
Audience Reaction: Well pleased.
Summay: Story of a good looking hosiery saleswoman, who despite the rigors of the road, retains her sparkling vitality and wins the man she loves.
Entertainment Merits: 85 per cent.

AT DES MOINES THEATRES WEEK ENDING MARCH 31

CAPITOL

The Showdown, (Paramount), Geo. Bancroft, Evelyn Brent.
Business: Excellent.
Audience Reaction: Very satisfactory.
Summary: Picturization of the story "Wildcat" and a splendid production from every angle. Will please any kind of an audience and especially please in the smaller towns.
Entertainment Merits: 90 per cent.

DES MOINES

Rose Marie, (M-G-M), Joan Crawford, James Murray.
Business: Very good.
Audience Reaction: Excellent.
Summary: A gorgeous picture with a beautiful background, with the story and music taken from the musical comedy of the same name. The picture should attract and please in any theatre.
Entertainment Merits: 85 per cent.

ORPHEUM

Square Crooks, (Fox); Robert Armstrong, Johnny Mack Brown.
Business: Excellent.
Audience Reaction: Pleasing.
Summary: A gripping story of the underworld and two reformed crooks. The work of the baby star puts the picture over in great shape.
Entertainment Merits: 80 per cent.

STRAND

The Patsy, (M-G-M), Marion Davies.
Business: Good.
Audience Reaction: Very pleasing.
Summary: A very clever vehicle for the little comedian. "The Patsy" will prove a box-office attraction anywhere and will please especially in the small town or suburban houses.
Entertainment Merits: 85 per cent.
Short Subjects: "Recollections of a Rover," Hodge Podge.

CURRENT RELEASES

Week of April 8, 1928

EDUCATIONAL

No Fare, Big Boy, (2).
Green-Eyed Love, George Hall, (1).
Nicknames, Hodge Podge, (1).

FIRST NATIONAL

The Little Shepherd of Kingdom Come, Richard Barthelmess, (7).

FBO

Law of Fear, Ranger, (5).
Alex the Great, Skeets Gallegher, (7).
Mickey's Wild West, (2).
Newslaff, No. 19, (1).

FOX

Love Hungry, (7).

METRO-GOLDWYN

Laugh, Clown, Laugh, Lon Chaney, (7).
Wicked Kasimir, Oddity, (1).
Barnum & Ringling, Inc., Our Gang, (2).

PATHE

The Mark of the Frog, No. 3, (2).
Sky Scraper, Wm. Boyd, (8).
Barnyard Lodge, Aesop Fables, (1).

UNIVERSAL

Thirteen Washington Square, Jean Hersholt, (6).
The Thunder Riders, Ted Wells, (5).
Special Edition, Ben Hall, (1).
Married Bachelors, Charles Puffy, (2).
That's That, Buster Brown, (2).
A Son of the Frontier, Newton House, (2).

WARNER BROS.

The Crimson City, Myrna Loy, (6).

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

	Won	Lost
Metro-Goldwyn	51	25
United Artists	50	25
FBO - Warner - Liberty	40	35
Paramount	38	37
Pathe	33	42
Blizzard Fans	16	59
High three game total, U.-A.		2594
High single game total, Paramount		896

INDIVIDUAL AVERAGES

Comer	185	Fangman	152
Gorham	178	C. Williams	150
Hensler	176	Fitch	148
Cross	169	G. Harms	146
Malm	166	Von Dollen	144
Morrison	162	Connors	143
Booth	160	Fletcher	142
Weitz	158	M. Monsky	140
P. Monsky	157	Branson	139
Barker	155	Malchaw	137
Fridell	155	McCool	136
Danke	155	Fischer	134
Doherty	155	Williams	137
Faulds	154	Diamond	133
McLucas	154	Mitchell	130
Bierman	153	Funk	129
J. Harms			125
High three game total, Comer			661
High single game total, Cross			255

LADIES FILM LEAGUE

Team	P	W	L	Pins	Pct
Fox	63	46	17	27119	.730
FBO	63	44	19	25558	.700
Warner-Uni	63	13	50	20634	.207
M-G-M	63	24	39	23329	.367

INDIVIDUAL AVERAGES

Cross	138	Nepodal	92
Casper	135	Lonergan	90
Gillen	112	Gilchrist	85
Anderson	109	Molseed	83
Foley	106	Wood	80
Blesh	102	Palmer	78
Frankson	102	Cohn	78
Thortson	95	Trent	75

"Fools For Luck" is the definite title for the newest W. C. Fields-Chester Conklin Paramount production. Sally Blane and Jack Luden have important roles in the cast, which was directed by Charles Reisner.

Taking Stock in the Movies

By E. P. SMITH
President, Motion Picture Theatre
Owners of Iowa

This is the time of the year for inventory in all branches of the motion picture business. If there is a stopping place anywhere in this business it naturally comes just ahead of the selling season. The wheels of the industry have been slowing down perceptibly since the first of the year. The film business has been dull. The theatre business has been slumpy. Few exhibitors have been satisfied with their business. The Brookhart bill and the discussion of it has made everybody cautious. Whether the bill would have a good effect or whether it would do the business harm, whether it will pass or fail to pass, is nothing more than a guess. Time alone will tell.

* * *

We believe that all theatre owners should take stock of their business at this time of the year and figure their possibilities for future success. The picture business is not a merchandising business and cannot be carried on accordingly year after year as a merchant conducts a store. Constantly changing conditions call for new ideas and methods. The box-office is the barometer by which all things are measured. It is effected constantly by the weather, the peculiar likes and dislikes and the changing whims of the public, whether the picture hits or does not, some new and attractive service, the prices charged and the good will of the theatre. All of these and many more enter into it. Profit and loss are bedfellows in this business and we must have the one to take care of the other.

* * *

What can you do this year to help your business show a profit? This is the time to plan for the new year. It must be something different than last year. Old stuff will not do. The picture alone will not do it. Proper ventilation is now required even in the small town. Better music is demanded and must be provided if you hope to please your patrons. The radio is raising the standard of music constantly higher and higher. Raspy pianos and organs will detract rather than add to your entertainment. Unless you entertain you fail to plant the incentive to come again. There is no middle ground. You please or displease.

* * *

No really good showman pulls the same stunt twice. It must be changed and dressed up differently to attract the proper amount of attention. Most of us get into a rut on advertising, using the same style month after month. It fails to attract and does not get results. If there is a business anywhere that requires a constant change, it is the theatre business. People get tired of seeing the gruff old ticket taker and the sober faced cashier. Perhaps they are honest and reliable, but they cease to be an asset to your business when they forget to smile and say thank you. Very few theatres are too large to benefit to some extent from personal contact with the manager. A hello as they go in and a smile as they go out will prevent a lot of criticism of your show and picture.

* * *

The new contract is ready and will soon be in general use. Very few changes in it and some of them are in favor of the exchange. It behooves every independent theatre owner to read carefully, not only the contract, but the new rules of arbitration. They have been improved a lot. Arbitration will mean nothing less in the future if the exhibitor members are willing to fight for the rights of their members. Cases brought under the new rules should prove satisfactory to every one concerned, because it will not be "forced" arbitration under the Hays organization rules. Do not lose sight of the fact, however, that the contract in itself is probably more binding and iron clad than ever in the history of this business.

* * *

The new product will be sold on the new contract. Therefore it will pay to get a copy and read it carefully, perhaps several times. All independent theatre owners should realize that from now on the new contract will be taken for just about what it says and pictures bought must be played. Insist on your being satisfied as to price and playing time or don't sign. The playing arrangement puts more independent theatre owners on the film board than all other causes put together. Before buying this year it might be well to lay out your plans on paper and buy accordingly. In this way you may perhaps avoid the many disputes and controversies arising during the year. In other words, take stock of your business just as a merchant does at the close of the year and buy what you can use at such prices as you can afford to pay. Your business will soon reflect your sound judgment and correct policy by producing better profits.

BRIGHT BITS *and* NEWSY NOTES

Walter Carroll, of Colfax, spent Thursday of last week along Film Row transacting business for his theatre. Mr. Carroll recently bought the building in which his theatre is located and remodeled it. He installed a new canopy and redecorated the lobby and the inside of the house. The upper floor of the building has been made into modern apartments.

* * *

William Youngclaus, of Perry, spent Wednesday of last week in Des Moines looking after his theatre interests.

* * *

H. L. Conway, of the Ideal Pictures corporation, of Chicago, was in Des Moines a couple of days last week looking after business for his company. Ideal Pictures are strictly non-theatrical and are used only by churches and schools.

* * *

Mrs. Leona Conners, of the Columbia Theatre at Milton, was in Des Moines Monday visiting the film exchanges.

* * *

Mrs. Tessie Coenders, of the Victory Theatre at Fairfield, spent Monday in Des Moines. She is an experienced theatre woman and has been in the motion picture business for a number of years at Fairfield.

* * *

The film golf tournaments which are held at Des Moines each summer have caused many of the exchange people to take up the game as a regular pastime. The nice weather of the past few weeks has caused them all to shine up their clubs and see if they have forgotten how to hook or slice. Everything points to a big golf year in Des Moines.

* * *

George Weigman, of the Strand at Boone, spent one day in Des Moines last week. George is a live wire and is constantly looking for something to offer his patrons.

Tom Terriss Starting Second

Tom Terriss is preparing to start his second Tiffany-Stahl production. It will be "The Naughty Duchess," adapted by Terriss from an Anthony Hope novel. "Clothes Make the Woman," Terriss' first for Tiffany-Stahl, is now being cut and titled.

N-E-W-S B-R-I-E-F-S

America continues to dominate the film markets of the world, despite increased production in other lands. In December film exports totaled 26,556,649 feet as compared with 21,004,590 feet for the same month in 1926. This, according to government figures, shows an increase of $56,855 in raw film value during a period in which European production leaped to a mark never before experienced in Old World studios.

* * *

Laura La Plante will star in "The Last Warning," which Paul Leni will produce for Universal.

* * *

While a burglar ransacked the home of Mrs. Lee Duncan, owner of Rin-Tin-Tin, the famous dog slept peacefully through the robbery.

* * *

Malcolm Stuart Boylan, famous as a title writer, has been made supervising editor of Fox films.

* * *

Lupino Lane has signed again with Educational for a series of at least eight two-reel comedies.

* * *

Two-thirds of the pictures made by First National for next season will be originals.

* * *

The entire cast that appeared with George Bancroft in "The Showdown" will appear in the star's next picture for Paramount, a story as yet untitled.

* * *

First National will hold three sales conventions this year. They will be in Atlantic City, April 27-29; Kansas City, May 1-3; San Francisco, May 7.

* * *

Edythe Chapman has been signed to play the role of mother to Colleen Moore in "Heart to Heart." Miss Chapman claims the distinction of having played the mother to practically every star in the industry.

* * *

Cecil B. De Mille has contributed an article on motion picture direction for the new edition of the Encyclopedia Brittanica. In the article the producer analyzes the essentials of the director's art and makes suggestions for the solving of vexing problems.

* * *

"Green Grass Widows" was in the midst of production at the Tiffany-Stahl studios when its star, Walter Hagen, was compelled to leave for Chicago to attend the International Golf Show. An insurance policy of $50,000 was taken out to insure Hagen's safe arrival.

* * *

"Pay as You Enter," Warner Bros.'s final picture on this year's schedule, has been completed.

* * *

Eastman Kodak is operating its plant at Rochester, N. Y., on a basis of a 13-month year, 28 days to a month. It has been declared a success.

* * *

Fatty Arbuckle received a big ovation in Paris when he arrived in the French capital for a short vaudeville engagement. Thousands stormed the railroad to get a look at the comedian.

* * *

Ruth Roland, the former star who has made millions in Los Angeles real estate, has decided to return to pictures. Her plan is to make a series of shorts, released through First Division.

* * *

Quebec has barred children from moving picture theatres. The age limit is set for 16, whether accompanied by parents or not.

* * *

Cecil B. De Mille has completed camera work on "The Godless Girl" three days ahead of schedule and $25,000 under the budget estimate.

* * *

Buzz Barton, the 13-year old FBO star, was among the first relief workers to arrive on the scene of the St. Francis dam break. Barton spent three days carrying messages on his pony, "Rags," and helped in the gruesome task of finding bodies.

* * *

Leo Meehan is leaving FBO after five years with that organization. During that time he turned out the Gene Stratton-Porter stories. He still has over a hundred Porter stories on hand and may make two a year for Universal release. Meehan is the son-in-law of the late Gene Stratton-Porter.

* * *

Many prominent picture players are turning to the stage as a result of conditions in Hollywood. In the New York section these players are already appearing personally, or are booked for early appearances: Harry Carey, Virginia Lee Corbin, Priscilla Dean, Buck Jones, and Larry Semon.

* * *

Fox uses less salesmen to cover the United States and Canada than any other selling organization, according to information compiled by Variety. Fox uses 116 salesmen for its 37 offices. First National has cut its force from 185 to 135. M-G-M employs 159 salesmen in the United States. Universal has 200 in the United States and Canada. Paramount has 127 at work in this country.

* * *

Thomas Dixon, author of "The Birth of a Nation," has organized a producing company of his own.

* * *

First Division is going after big names during the coming season. Viola Dana, Shirley Mason, Priscilla Dean, and Noah Beery are a few mentioned as having been approached in connection with the First Division program.

* * *

Warners' net made a jump of almost 500 per cent during the second quarter of the year ended March 1, for which approximately $500,000 is reported compared with $102,687 in the first quarter of the fiscal year. This is around $2.50 a share on the 199,980 shares of Class A outstanding.

* * *

During a recent Paris to London flight, motion pictures were shown in the plane. The power for the small projector was obtained by a generator operated by a small propeller which the wind turned.

"CLEARING HOUSE" WANT ADS

will save you time and money, and find you what you want. Use them!

The PICTURE GUIDE

Little Tips on New Pictures

The Big City

Distributed by Metro-Goldwyn-Mayer.
STAR: Lon Chaney.
SUPPORT: Marceline Day, James Murray.
TYPE: Mystery-drama.
TIME: Present.
LOCALE: Underworld of New York's night clubs.
LENGTH: 7 reels.

SYNOPSIS: Chuck Collins, gang leader and crook, who hides his activities behind the doors of a cabaret in Harlem, is hard-boiled, but has a streak of kindness underneath his tough exterior. He is aided by Curly, a gutter-brat whom he has made, and Helen a clever girl who leads sightseers to the Black Bottom, where they are robbed. Red Watson plans to pull a stickup job at the Golden Rule, where a waiter tells Chuck about the plot. The latter outwits the plan, and in the act of the two Headless Dancers, Helen and Curly appear instead of two of Red's outfit. Red is furious when he finds his bogus dancers trussed up, and he suspects Chuck. Chuck runs a costume shop as an additional blind, and when police follow him there he drops the pearls into a work-box. Other jewels are carried out innocently by Sunshine, a girl who sews the costumes. The rest of the story hinges on a love affair between the young gangster, his sweetheart, Sunshine, and the gangster chief. When Chuck has seen his mistake he collapses as he cries out that things will be all right for Curly and Sunshine from now on.

HIGHLIGHTS: The holdup, the sensational police battle, the gangster war.

Speedy

Distributed by Paramount.
STAR: Harold Lloyd.
SUPPORT: Ann Christy.
TYPE: Usual Lloyd comedy.
TIME: Present.
LOCALE: New York City.
LENGTH: 7 reels.

SYNOPSIS: Harold "Speedy" Swift spends most of his time dreaming abont baseball; and loses one job after another. At last Speedy succeeds in getting a job with a taxicab company. He is delighted with an honored passenger, Babe Ruth, whom he has to rush to the Yankee Stadium when he is late for the game. Arriving there, cops are after some crooks and Speedy thinks they're after him. He ducks into a telephone booth, and hears a conversation in the next booth. He learns of a conspiracy involving Pop Dillon, his sweetheart's grandfather, who drives the last horse car in the big city. The thugs are interested in stealing Pop's rights to his street car franchise. But Harold outwits the crooks. The gang chases him through traffic, and while Speedy is so engaged, Pop unexpectedly returns to his house where he is confronted by Carter, who hastily offers him $5,000 for the franchise. Carter had already overpowered Jane, Speedy's sweetheart. The time limit set by the railway company nears, and Carter is desperate. Pop is about to accept the offer when Speedy dashes up in the car. He grabs Pop and pulls him onto the car, and they drive hurridly back to the line, where they meet Donaldson who offers Pop $100,000 outright for the franchise. Pop, overjoyed, accepts and gives half to Speedy.

HIGHLIGHTS: Scenes of New York, the appearance of Babe Ruth himself, the comedy situations, the acting of Harold Lloyd.

Skyscraper

Distributed by Pathe.
STAR: William Boyd.
SUPPORT: Alan Hale, Sue Carol.
TYPE: Comedy-drama.
TIME: The present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Blondy and Slim, riveters, are buddies working on the steel structure of a new office building. Before an admiring crowd, Blondy and Slim make ready to ride to the top of the building on a heavy iron girder. As the girder swings up it starts to slip. Sally, a girl who hapens to be among the crowd, is beneath the girder, with the heel of her shoddy slipper caught in the grating. The two riveters, seeing her danger, dive from the tipping girder, and knock her out of the way. Sally half swoons, and Blondy and Slim carry her into the doorway off the alley, and Sally revives. A man enters, appraises her, and says "You'll do. Come on in and rehearse." Thus, Sally becomes a chorus girl, and meets Jane, a trained chorus girl. Sally leaves for a tour with her theatrical company, and Blondy plans to see her off at the station. Slim is endangered by a falling timber, and Blondy pushes him clear, but his own legs are smashed. Days pass, and Blondy drags himself along on crutches, but Sally does not realize his condition. He is well again after he smacks Slim on the jaw for taking his girl out, and pulling his crutches from under him, thus making him fall. Sally, now realizing Blondy's condition, runs to him, and berates Slim for his cruelty.

HIGHLIGHTS: The colorful background of modern structures, the battering riveters swinging on beams at dizzy heights, and dramatic scenes.

Story of the Gold-Diggers

"Broadway Daddies," a story of the great white way, its gold-diggers and their sugar papas, is Columbia's first April release, April 7. "Broadway Daddies" is Jacqueline Logan's second production for Columbia this season. Alec Francis and Rex Lease are featured with Miss Logan.

Reviews !

Honest opinions of pictures mean much to the exhibitor. THE FILM DAILY always expresses an honest opinion on every picture it reviews. If it's good we say so. If it's bad we say so. Many exhibitors buy and book on our opinions. They know they can rely on us for the truth. THE FILM DAILY is small enough to be intimate but big enough to be independent. Write us for one of our issues with reviews and judge for yourself. Then subscribe to THE FILM DAILY and get this service regularly.

FILMDOM'S NEWSPAPER THE Film DAILY AND WEEKLY FILM DIGEST

1650 Broadway N. Y. C.

Four Metro Stars In List of April Releases

Starring vehicles for Lon Chaney, Norma Shearer, Ramon Novarro and Tim McCoy are on the Metro-Goldwyn-Mayer April release schedule.

Lon Chaney's new film is "Laugh, Clown, Laugh." Herbert Brenon, who made "Beau Geste," was engaged by M-G-M executives to direct this piece, an adaptation of the successful Belasco play. The supporting cast of the picture includes Loretta Young in the chief feminine role, Bernard Siegel, Cissy Fitzgerald, Nils Asther and Gwen Lee.

"The Actress," new starring vehicle for Norma Shearer, on which the M-G-M star completed work just before leaving for Europe last month with her husband, Irving Thalberg, is an adaptation of Pinero's play, "Trelawney of the Wells." The director is Sidney Franklin, who made "Quality Street." The play was given an all-star revival last year and marked the farewell appearance of John Drew, who was overtaken by the illness which caused his death while playing "Trelawney" on tour. O. P. Heggie has the role in the photoplay which Drew played on the stage, and the cast includes Ralph Forbes in the masculine lead, Owen Moore, Gwen Lee, Lee Moran, Roy D'Arcy and Virginia Pearson.

Ramon Novarro's new vehicle is called "Across to Singapore." This is described as a dramatic story of adventure on the sea and in foreign ports. Joan Crawford for the first time plays opposite Novarro in this picture, and other important roles are played by Ernest Torrence, Frank Currier, Dan Wolheim, Edward Connelly and James Mason.

Christie Program Finished

Christie Film company has completed the filming of the entire first year's program of pictures for Paramount releases, with the completion of comedies starring Billy Dooley, Jack Duffy, Bobby Vernon, Jimmie Adams, Neal Burns, and Anne Cornwall for June and July releases. The comedies just completed include Bobby Vernon in "Hold 'Er Cowboy", Billy Dooley in "A Gallant Gob", Jack Duffy and Anne Cornwall in "Love's Young Scream", Jimmy Adams in "Goofy Ghosts", and Neal Burns in "Silk Slickers". While the studio has completed the shooting of this year's series for Paramount, the cutting rooms, editing and previewing of the new comedies will continue for the next few weeks.

Will Star Arthur Lake In Series of Comedies

Arthur Lake, star in many Universal short comedies, and who also has been seen in many featured roles in full length productions, will be starred next season by Universal in a series of thirteen one-reel comedies entitled "Horace of Hollywood." The series will portray the humorous adventures of a young man trying to break into the movies.

Lake's most recent work is the title role in "Harold Teen," a production by First National.

Plan "Miracle Man" Sequel

The first picture in which the name of Betty Compson stood out was "The Miracle Man." That picture was responsible for the making of two other stars besides Miss Compson, Lon Chaney and Thomas Meighan. Last week at the Chadwick studios, Hollywood, Miss Compson began work on "The Miracle Girl," which is said to have a plot along the lines of her earlier success. It will be released by First Division.

Roach Contract for Kennedy

Edgar Kennedy, character comedian, has been signed to a long term contract by the Hal Roach Studios, according to announcement by Leo McCarey, supervising director and a vice-president of that concern. Kennedy has been active as a comedian for several years, formerly with Sennett, Fox and Universal, and has played in many recent Hal Roach M-G-M comedies.

Used Equipment Bargains

Chairs — projectors—lamps ticket machines — fans, whatever you want, you are likely to find it listed for sale on Page 18 of this issue, and at money saving prices!

There's only one place that makes money without advertising—the U. S. Mint

Few theatres these days can be called mints. Every exhibitor has to advertise his shows—but just any old advertising won't get the business. It takes copy with snap, spice, punch. We're offering to give you FREE a book containing many such pieces of copy—not a treatise full of theories on advertising—but the "real stuff"—ready for your use—"GO-GETTER" copy that never fails to bring in the patrons.

Would you give ten dollars for something that would make you a hundred? OF COURSE, YOU WOULD!

Well, here's something that costs you only One Dollar and can make you a Thousand!

Contents of "The IDEA"

- Policy Advertising copy (with illustrations)
- Headlines, catch lines, and phrases
- Romantic copy
- "Heavy" copy
- Unusual copy
- Program copy
- Star copy
- "Jazzed" copy
- Comedy - Drama copy
- Society copy
- "Mother" copy
- Melodramatic, thrill and western copy
- Miscellaneous copy

Date _____1928

Associated Publications, Inc.
Glover Bldg., Kansas City, Mo.

Here's my dollar for a copy of THE IDEA.

Name _____

Theatre _____

Address _____

Town_____ State _____

PICTURE NEWS *Told in Pictures*

Estelle Taylor, featured in the Columbia Pictures' production "Lady Raffles," makes her first screen appearance since a year ago in this production.

And here, "Big Boy" the Educational-Juvenile star.

Rod La Rocque and Lupe Velez, appearing in "Stand and Deliver," a current Pathe-De Mille feature. Warner Oland also is in the cast.

Mr. and Mrs. Irving Berlin visited Harry Cohn at the Columbia Studios during their sojourn at the Coast. From left to right are pictured: Lois Wilson, Irving Berlin, Harry Cohn, Mrs. Berlin, Jack Holt and Betty Compson.

Ten Commandments For M. P. Exhibitors

From "The Live Wire," Schine Enterprises

1. Let dignity and courtesy be prominent at each performance.

2. Keep your house scrupulously clean. The lobby must be kept as clean as the inside, and good taste and care exercised in the display of clean posters and photographs.

3. Commence each day right "on the dot," not a minute too early nor a minute too late. Your patrons will soon learn to be on time if you are always on time.

4. Keep a careful watch on your operators, and see that the pictures are always "in frame," that sufficient light is used to insure a clear picture, and that your operators do not slow down or speed up without your orders.

5. See that no loafers stand around your box office, and also that your ushers are neatly dressed and have clean hands, faces, and linens.

6. Avoid extravagant terms in advertising; tell your patrons the truth.

7. Be on the floor personally every day during the busy hours. Meet your patrons and in this way you can better ascertain their likes and dislikes. Your entire organization will function better if you set the proper example.

8. See that the children and "Smart alecks" behave themselves while in your theatre, so that the others can enjoy the whole of the performance.

9. Music in keeping with the picture is regarded as of great importance and is essential to an enduring success.

10. Never cease taking pains; never cheapen your performance. As the crowds continue to come, rather show them your appreciation by putting forth even greater efforts to please.

Easy To Publicize This Chaney Picture

One of the most appropriate tie-ups ever effected was devised and arranged by Manager A. E. Cauley of the Capitol Theatre, Coubourg, Toronto, for his showing of M-G-M's "London After Midnight," starring Lon Chaney. Cauley was assisted in his work by an M-G-M exploiteer.

The campaign took advantage of the title of the film, and Mr. Cauley arranged a page of co-operative advertising, headed "Coubourg After Midnight." Every article which could be classed under the general heading, "Work While You Sleep," was advertised on this page. Oil burners, hot-water heaters clocks, coal and wood, and other commodities of a like character were advertised.

A contest was run in connection with this co-operative advertisement and it attracted a great deal of attention to the Lon Chaney picture.

Horse and Buggy Pull Them In To Theatre

Manager E. L. Merkley of the Strand Theatre, Grand Rapids, Mich., proved that nothing is more conspicuous these days than a horse and buggy in city traffic. To exploit Universal's comedy, "Thanks for the Buggy Ride," he got hold of an old rig, a typical hayseed and a girl in old-fashioned dress.

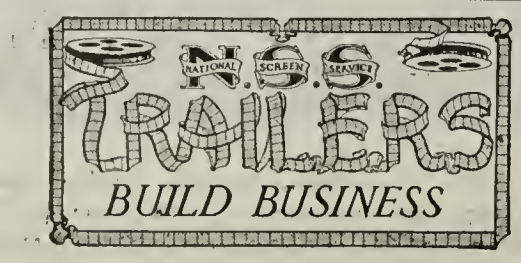
The buggy, well placarded with the picture and playdate, drove through the main streets, amused the populace, and more important, filled the Strand.

"Red Hair" Song Will Exploit Clara Bow Film

In conjunction with the regular advertising and exploitation on Clara Bow's current Paramount picture, "Red Hair," the company has arranged with the music publishing firm of Watterson, Berlin and Snyder for the publication of a popular ballad bearing the title of the picture.

The song was written by Alfred Bryan, Francis Wheeler and Ted Snyder, a member of the publishing company. It will be played by the orchestras of all Publix theatres throughout the country. It will also be carried in the stock of the major chain store such as the McCrory group and the Kresge net work.

Agents for the Watterson, Berlin and Snyder company, located in the principal cities of the country, will work with exhibitors in arranging local tie-ups such as special window displays, radio broadcasting of the song, and other similar means of publicizing both the picture and the ballad.



Athletic Contest Helps Publicity for "Gaucho"

During the first run of "The Gaucho" at the Stillman Theatre, Cleveland, the management and the Cleveland Press cooperated in an elaborate tie-up which attracted city-wide attention. The newspaper sponsored a "Douglas Fairbanks

ANY WAY YOU LOOK AT IT
You will find a Burch Popcorn Machine the most profitable investment that you ever made. Write today for circulars of new models.
BURCH MANUFACTURING CO.
1432 Wyandotte Kansas City, Mo.

They read for 2 blocks
24 HOUR SERVICE
50¢
BANNERS
FOR LOBBY, MARQUISE OR SNIPING
Painted on any attraction, in four flashy rainproof colors on heavy poster paper any size up to 3'x10', 12-word limit. 10c extra for airbrushing. Slight extra charge for additional copy. Prices do not include postage.
Write for prices on other sizes on paper or muslin.
THEATRICAL POSTER
845 S. WABASH CO CHICAGO, ILL

Jump Tournament" which was also known as the "Gaucho" contest.

Entries from all the local gyms were assembled by the Press to participate in these three typically Fairbanks events: Running high jump, standing broad jump, and hop, skip and jump. Preliminaries were held on March 12, at various gyms, and the finals were dated for March 21, at a central location. A. A. U. rules governed the contests, and entries were limited to amateur athletes under 19 years of age. The trophies were silver loving cups to winners of the first, second and third places in all events; and, in the special Fairbanks trophy contest, silver cups to three athletes making best averages in three events.

A supervisor was appointed for the tournament for each of seven groups, comprising community centers, settlements, municipal bath houses, Y. M. C. A's, Lakewood Recreation Dept., Cleveland Heights Recreation Dept., and the Recreation Council.

During the engagement of Douglas Fairbanks in "The Gaucho" sporting goods stores featured the tournament in window displays and also replicas of the bolas used by Fairbanks in this picture.

Cameron's Fourth Book On Projection Issued

The fourth edition of James R. Cameron's "Motion Picture Projection," regarded as authoritative and the most complete work on the subject, is now being distributed. The introduction is by "Roxy."

The book describes all types of projection machines and their operation; also reflector arc lamps, spotlighting, motor generators, talking films, synchronization devices, interior theatre illumination, safety controls and curtains, incandescent lighting plants and hundreds of other topics.

"Laugh Recorder" Proves Funny Parts of Pictures

The "Laugh Recorder," a device calculated to take the human element out of judging comedies, was tried out for the first time at a recent pre-view of a two-reel comedy at the Western Theatre, Los Angeles, by Jack White, producer of Educational-Mermaid Comedies.

The machine automatically records the laughter of the theatre crowd seeing the picture, and by means of cues imposed on the recording medium, the action which brought the laughs, is readily identified.

The apparatus consists of a radio broadcasting studio microphone to which is attached an amplifying device, the output of which is fed into a mechanism which transfers it to a phonograph record. The speed of the recording machine can be synchronized with the speed of the projection machine, which permits the reproduction of the laughter at the correct time when the motion picture is later projected in the exhibition rooms at the studio.

The "laugh recorder" is the invention of Freeman Lang, well known in Los Angeles as a radio engineer and owner and operator of the mobile broadcasting station, 6XAN. It is expected that the recorder will prove of immense benefit to motion picture producers in editing their comedy output after their initial preview. The record, reproduced in conjunction with the showing of the picture, will show the producer, director and cutters exactly what portions of the picture earned the laughter of the spectators and what portions failed to do so. Slow spots in the pictures are also recognized by the lack of response on the record.

Cinephone May Replace Orchestra In Studios

The crashing measures of a full symphony orchestra may soon replace the little portable organ and violin of the motion picture set as inspiration for film Thespians, if the plans of Clarence Brown, director, prove practical. Modern science, he believes, has made it possible to abandon the "groan box" and "wheezer" of studio orchestras for music by the greatest philharmonic orchestras, marches by famous bands, and solos of great pianists or violinsts.

Brown has brought to the M-G-M studios the "cinephone," which he plans to use as inspirational music on his next picture. By its use phonograph records, electrically recorded, and played in a machine which re-broadcasts them through loud speakers, and the volume of a full orchestra, with perfect quality, may be obtained.

North To First National

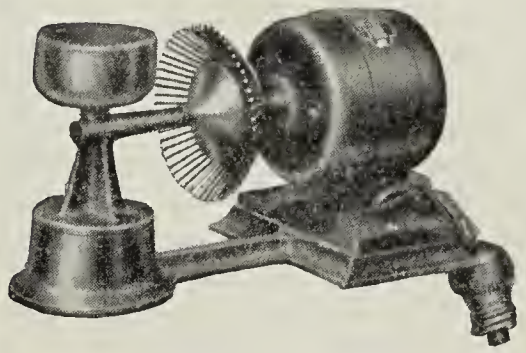
Robert North, well-known film executive and veteran of the show business, has moved his brief-case from United Artists to First National studios, to become assistant to Al Rockett, First National production manager. His friendship with Richard A. Rowland, vice-president and general manager of First National, dates back to association in the days of the old Metro studios.

WashedAir

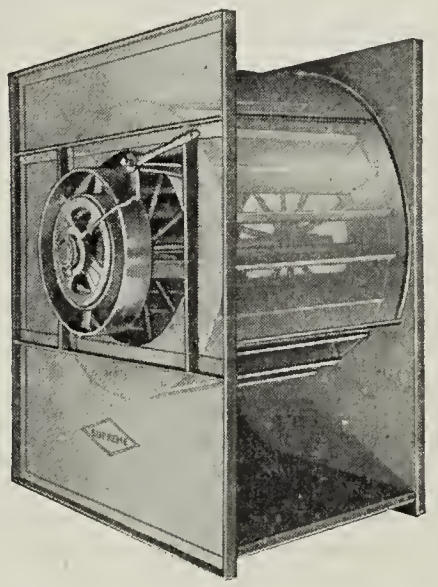
—is just one of the NEW patented features of the latest SUPREME COOLING SYSTEM—a feature that makes the Supreme System

A Permanent Feature Attraction!!!

Amazing in its Cooling-power



The new Supreme Air-Washer accomplishes with a fractional H. P. motor the same results obtained in the largest theatre cooling systems, where high powered pumps, tanks and a complicated array of high pressure sprays, etc. were formerly necessary.



Coupled with the new 6 ft. all steel Supreme Cooling Blower (illustrated above) the Supreme System is the most complete, the most effective, the quietest, the most efficient and the most permanent apparatus of its kind on the market.

SUPREME

Heater & Ventilating Corp.
St. Louis, U. S. A.

Supreme Heater & Ventilating Corp.
1915-19 Pine St., St. Louis, Mo.
Send us complete information and convenient payment plan on the new Supreme Cooling System.

Name .....

Address .....

City..... State.....

Seating capacity of theatre .....

SHORT SUBJECTS

Spice of the Box Office

No Fare

Educational—Two Reels

Another Pullman comedy with Big Boy working to good advantage. Big Boy's mother goes to the city to find work and leaves her boy with a neighbor who doesn't treat the kid any too kindly. So Big Boy follows his mother on the train, and as she has no ticket for him, she is obliged to put baby clothes on him to keep the conductor from putting him off. A midget troupe is on the train and Big Boy has great sport loving the little wife of a midget. When the conductor sees he is being deceived, he starts a chase and mistakes the midget for Big Boy.

Hold Your Hat

Fox—Two Reels

Here we have Sally Phipps, Nick Stuart, Thelma Hill, Arthur Housman and a dog in a swift moving comedy. Sally and Nick, bride and groom of a week, have a dog that insists on taking his hat and placing it in the apartment across the hall where a jealous man and his wife live. The jealous fellow believes that the neighbor has been calling on his wife and there is a great commotion over it. Nick decides to get rid of the hat and gives it to his employer's son. The hat is too big for the kid so he stuffs it with papers on which is a formula of the father's secret invention. Nick gets the hat back and then follows a chase after the hat by the father and the office force. The hat and formula are returned and Nick is rewarded with the job of general manager.

Meet the Count

Universal—Two Reels

As Pa McGinis reached new financial levels Ma determined to arrive socially and started her campaign with a reception for Count De Bate. When he arrived Pa was missing. Ma finally located him in a neighboring excavation, where he was enjoying himself with the workmen. Before the guests arrived, a detective appeared and claimed the Count as a criminal. The desperate McGinis family tried to palm off the detective as the Count. This didn't go over very big and ended in a complete flop when the detective's jealous sweet heart arrived and turned the party into a free-for-all.

The Desert Blooms

Fox—One Reel

This is an unusual one reel novelty, pictorially showing the magic worked in the desert valley of the Colorado River through irrigation. The old days of the '94ers is contrasted with flashes of present day transportation in motor cars. Here's a reel where one learns about the country's history and geography in an entertaining manner.

Barnyard Rivals

Pathe—Two Reels

Walt Lantz is featured to carry the comedy, but the story is so crude that he can do little with it. He and his helper from the farm meet the gal from the city and start to show the joys of farm life. One gag consists in showing her how a cow is milked. As there is no cow on the farm, they rig up one out of the props, and proceed to stage some busines that is very sad. The old wheeze of an auto race is brought in as the final sequence.

"Ramona" To Broadway

Dolores del Rio, the principal player in "The Trail of '98," will next be seen on Broadway in "Ramona," the United Artists picture which follows "Resurrection," her greatest sucess. Through she has only been in pictures two and a half years, Dolores del Rio has appeared in films released by United Artists, Metro-Goldwyn, Fox and First National. She has been under personal contract to Edwin Carewe ever since she made her motion picture debut.

EQUIPMENT WANTED!

Several reliable firms want to buy used equipment, Spot Cash. Refer now to THE CLEARING HOUSE, page 18, in this issue, your quickest time and money-saving exchange for good rebuilt equipment, either to sell, or to buy.

You can lead a horse to water— —and you **can** *make him drink!*

In the Show Business

the big job is leading the patron to the box-office. Once you get him there he'll buy a ticket.

It's an easy job if you use the RIGHT COPY—snappy, spicy, convincing copy. "THE IDEA" not only shows you how but gives you READY MADE COPY that you can readily adapt for use on any picture. —And More!

Contents of "The IDEA"

Policy Advertising copy (with illustrations)
Headlines, catch lines, and phrases
Romantic copy
"Heavy" copy
Unusual copy
Program copy
Star copy
"Jazzed" copy
Comedy - Drama copy
Society copy
"Mother" copy
Melodramatic, thrill and western copy
Miscellaneous copy

$1 **—and it may make you thousands!**

Date_____1928

Associated Publications, Inc.
Glover Bldg., Kansas City, Mo.

Here's my dollar for a copy of THE IDEA.

Name _____

Theatre _____

Address _____

Town _____ State _____

BOX OFFICE REPORTS

COLUMBIA

Sally in Our Alley, Shirley Mason—Highly pleasing. Print good, advertising good.—H. J. Arnold, Von Ritz, Bedford, Ind.

FBO

Chicago After Midnight—This gave me the biggest Sunday's business we have experienced in two years. This is a splendid box office attraction and I recommend the picture to everyone.—Guy Shriner, Gem, Kansas City, Mo.

FIRST DIVISION

Transcontinental Limited, Johnnie Walker—Will get them in and hold them. Print and advertising good.—Delpheus, Mound City, Mo.

Devil's Island, Pauline Frederick.—Picture well received. All seemed to enjoy it.—Delpheus, Mound City, Mo.

Test of Donald Norton, George Walsh.—Very good program picture above the average.—W. R. Wilhoit, Princess, Springfield, Mo.

Winning the Futurity, Clara Horton.—A good race horse story. Nothing big, just a pleasing picture.—W. R. Wilhoit, Princess, Springfield, Mo.

Paint and Powder, Elaine Hammerstein.—This picture will get them in and please them. Play it.—Delpheus, Mound City, Mo.

April Fool, Alexander Carr.—A very good picture. Prints and advertising the best.—Delpheus, Mound City, Mo.

Test of Donald Norton, George Walsh—Started the serial, "Heroes of the Wild" with this picture. Good combination. Action northern drama.—G. E. Shilkett, Rex, Joplin, Mo.

Test of Donald Norton.—One of the best pictures we have played in a long time. Splendid acting and photography.—H. Graham, Miller, Manhattan, Kas.

FOX

Paid to Love, Edmund Burns.—Fair. Did not register at the box office. Dreamland, Carson, Ia.

Wolf Fangs, Thunder.—Played to very good Saturday business. Pleased.—Dreamland, Carson, Ia.

Woman Wise, William Russell.—Pretty good. Played this one Saturday but it hasn't enough action for the Saturday crowds.—Dreamland, Carson, Ia.

METRO-GOLDWYN

Latest from Paris, Norma Shearer.—Very good comedy-drama. Pleased and drew a good crowd.—Harold Smith, Dreamland, Carson, Ia.

The Fair Co-ed, Marion Davies.—One of the best little pictures I ever played. Give us more like this one.—Harold Smith, Dreamland, Carson, Ia.

Buttons, Jackie Coogan.—Very good. Drew one of the biggest Sunday night crowds I have had.—Harold Smith, Carson, Ia.

M-G-M Comedies.—Have used about twelve of these and haven't found a bad one. They sure please here.—Dreamland, Carson, Ia.

UNIVERSAL

The 13th Juror, Francis X. Bushman.—A dandy picture. Something different. Drew a good Sunday crowd.—Harold Smith, Dreamland, Carson, Ia.

On Your Toes, Reginald Denny.—A good comedy. Drew fairly well.—Dreamland, Carson, Ia.

UNITED ARTISTS

My Best Girl, Mary Pickford.—Interesting and good picture.—Pastor, Parish Hall, Conception, Mo.

The General, Buster Keaton.—Good comedy; something new.—Pastor, Conception, Mo.

The Bat, All Star.—A spendid mystery drama; far above the average.—Pastor, Parish Hall, Conception, Mo.

WARNER BROS.

Ham and Eggs at the Front.—Very good picture. Packed my last show. Received very good comments from patrons. Warners have the pictures.—G. H. Mayob, Mary Lou, Marshall, Mo.

College Widow, Dolores Costello.—A very good picture. Pleased all who attended.—Louis Greife, Opera House, Windsor, Mo.

The Girl From Chicago, Myrna Loy. Best picture from Warners this year. Certainly did please 'em.—Louis Greife, Opera House, Windsor, Mo.

John M. Stahl An Author

John M. Stahl is himself writing a story that will star Belle Bennett in her first picture under her new four-picture contract with Tiffany-Stahl. The story is called "America's Sweetheart."

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

_____

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Title _____

Star _____

Producer _____

Remarks _____

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_____

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Title _____

Star _____

Producer _____

Remarks _____

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_____

Exhibitor's Name _____

_____

House Name _____

_____

Kind of Patronage _____

_____

Town _____

_____

State _____

_____

The CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

EQUIPMENT FOR SALE

TAKING in a lot of ceiling, wall, and exhaust fans on Lakesides and can supply your needs on anything in the way of fans. J. E. Foland, 111 West 18th St. Kansas City, Mo. C3t—4-7

FOR SALE—Single roll Reproduco organ like new. Seeburg Celesta De Luxe, slightly used, with same guaranty as on new organs. Seeburgs—Styles A, K, G, and I nearly new. Coinola Orchestra in good condition. Wurlitzer G at a sacrifice. Five Wurlitzer electric pianos, way low. Deagan Bells, played automatically from roll. Herber Bros. & Wolf, 313 S. Harwood Street, Dallas, Texas. C1t 4-7-28

Satisfaction guaranteed. Rebuilt Powers Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE—Two manual electrical controlled Moller Pipe organ. Complete. Rialto Theatre, Dayton, O. P1t 4-7-28

160—New Spring Cushion upholstered chairs. Dirt cheap for quick sale. C. G. Demel, 845 South State, Chicago. P2t 4-14-28

FOR SALE—Wurlitzer Electric player piano $200.00. 100 Style G 10-piece music rolls $1.00 each. Star Theatre, Ohio, Ill. P1t 4-7-28

FANS FOR SALE—Two Polar Wave Blowers with 5 HP motors and louvres, only used three months. Reason for selling—are installing a Lipman Cooling System. Isis Theatre, Kansas City. P2t

MISCELLANEOUS

BEAUTIFUL registered Bull Pups, $15. Bulldogs. 501 Rockwood, Dallas, Texas. P13t—5-26-28

"NEARGRAVURE" Process! Special 250 each — Letterheads — Envelopes. $4.75—Type Embossed, $7.00 cash postpaid. Samples (stamp). Sollidays, Knox, Ind. P1t 4-7-28

WE PAY CASH for used advertising, also SELL at one-third your present cost. GIVE us trial order. Write for particulars. THEATRE ADVERTISING SUPPLY CO., 244 West Fayette St., Syracuse, N. Y. P3t 4-21-28

EQUIPMENT WANTED

SHIP us your second hand Powers, Simplex, Motiograph, Royal, Edison, Holmes, Acme, DeVry. Cameras, Spotlights, Generators. Any theatre equipment. We pay highest spot cash prices. Monarch Theatre Supply Co., Memphis, Tenn. Ctf

POSITION WANTED

ORGANIST—Experienced; reliable; union; single; library; cut correctly; standard; classics; snappy jazz; can please. Roscoe C. Wright, Spirit Lake, Iowa. P2t—4-7-28

OPERATOR and repair man with ten years experience wants job at once, married. Walter Ingalls, New Hampton, Ia. P2t 4-14-28

POSITION WANTED—By A1 pipe organ mechanic for maintaining or rebuilding all classes of pipe organs and pitch instruments. First class references. Address Box E. N., Motion Picture Times, Dallas, Texas P1t 4-7-28

MANAGER—Poster artist, projectionist or will rent or lease. Ten years experience. H. E. Schlichter, Madison, Kas. P1t 4-7-28

PROJECTIONIST, Operator, 5 years experience, Powers, Simplex; electrician; sober, reliable. Must have work. Address Box HS, care Associated Publications, Kansas City, Mo.

LADY VIOLINIST and Lady Pianist would like cafe, hotel or picture work. Experienced in all lines; good library. No objection to small town. Best reference. Grace Beggs, 6005 South Fourth Ave., Birmingham, Ala. P1t 4-7-28

PROJECTIONIST — Desires change May 1. 14 years experience; graduate electrician. Can repair and tune organs. 6 years with present company as supervisor of projection and equipment. Best of references. Address Box 401, Associated Publications, Kansas City, Mo. P1t 4-7-28

THEATRES FOR SALE

PAYING Theatre in best town in eastern Oklahoma, 2200 pop. 7 days week, no opposition. Smelter payroll $45,000. Liberty Theatre, Quinton, Okla. P1t 4-7-28

THEATRE FOR SALE—Town of 2000; southeast Mo.; no opposition; seats 300; good equipment; rent $40.00; hard roads; farm products: wheat, corn, cotton and truck; cotton gin and two factories. Price cheap, part cash, rest notes. Address H. B. McFarling, Cairo, Ill. C3t—4-7

FOR SALE—Grand Theatre. Seating capacity 750. Stage 20x40. Ground floor space 40x110. City population, 7,000. Fireproof building (concrete). Price $22,500.00. Shropshire & Co., Yoakum, Tex. P1t 4-7-28

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PAYING Theatre Wanted. Give details. Box 40, Associated Publications, Glover Bldg., Kansas City, Mo. P3t 4-14

WANT TO RENT—Theatre or run one on percentage. Twenty years experience show business. Have own help, go anywhere. E. B. Phillips, Slick, Okla. P1t 4-7-28

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Associated Publications, Inc.
Kansas City, Mo.

(Send Cash With Order)

Kindly insert the following want ad_____times in your "CLEARING HOUSE" Section.

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Name _____

Address _____

only **8c** *a word*

To reach practically all of the motion picture theatre owners in Michigan, Ohio, Illinois, Indiana, Iowa, Missouri, Kansas, Nebraska, Oklahoma, Colorado, Texas, Idaho, Montana, Utah, Arkansas, Tennessee, Kentucky, New Mexico, Louisiana and Mississippi.

TRY IT!

AN ADVERTISEMENT TO NATIONAL ADVERTISERS

Don't Advertise

for so-called prestige---

Advertise for Results!

Case No. 1

An equipment distributor, who had successfully used the Classified Ad section of one of our publications for more than a year, sent us new copy to be run in that one paper. We notified him that under our new plan the classified was run in all of our papers and, of course, a higher rate was in force. We ran his ad in our entire group, awaiting further word from him. His reply stated that he wanted to use the one paper only. Two days later came another letter from this same advertiser: "Disregard my previous letter. Run my ad until further notice. Just received several orders from Michigan."

Case No. 2

Another firm carried a display ad on an organ. It was sold forty-eight hours after the papers had been delivered. Two sales could have been made here.

Case No. 3

In still another instance a new musical instrument was announced and after three ads were run this advertiser received nearly 500 inquiries. A number of sales naturally resulted.

Sold as a Single Unit to Advertisers

One Order Plate Bill

ASSOCIATED PUBLICATIONS

"The Blue Books of the Trade"

The *Quality Group* of Film Trade Papers

1. Film Trade TOPICS
Covering Denver and Salt Lake territories

2. MOVIE AGE
Covering Omaha and Des Moines territories

3. The REEL JOURNAL
Covering Kansas City & St. Louis territories

4. Exhibitors' TRIBUNE
Covering Okla. City & Memphis territories

5. Motion Picture DIGEST
Covering Chicago and Indianapolis territories

6. Michigan Film REVIEW
Covering Detroit territory

7. The OHIO SHOWMAN
Covering Cleveland & Cincinnati territories

8. Motion Picture TIMES
Covering Dallas and New Orleans territories.

Each in its field--the Exhibitors' HOME Paper

YOU SELL YOUR PRODUCT LOCALLY — WHY NOT ADVERTISE IT LOCALLY?

Nation's Greatest Showmen Hot for

FBO's STUPENDOUS SPRING OFFERING!

Joseph P. Kennedy presents

CLARA BOW

in

KEEPER of the BEES

HERE ARE A FEW OF THE BIG TIME CIRCUITS AND FIRST RUNS THAT HAVE ALREADY BOOKED IT—

Detroit, Mich.	Cooperative Circuit
Milwaukee, Wis.	Midwesco Circuit
New Bedford, Mass.	Capitol-Allen-Orpheum
Kansas City, Mo.	Liberty
Salt Lake City, Utah	State
Pittsburgh, Pa.	Cameo
Reading, Pa.	Park
Philadelphia, Pa.	Stanley's Capitol
Allentown, Pa.	Cameo
Milwaukee, Wis.	Miller
Springfield, Mo.	Lander's Jefferson
Indianapolis, Ind.	Apollo
Dayton, Ohio	Columbia
Cincinnati, Ohio	Family
Woonsocket, R. I.	Park
Providence, R. I.	Carlton
Williamsport, Pa.	Rialto
Florida	Sparks Circuit
Seattle, Wash.	Winter Garden
St. Louis, Mo.	Skouras Circuit
Louisiana	Saenger Theatres, Inc.

MASTER SHOWMEN OF THE WORLD
FBO PICTURES CORP.

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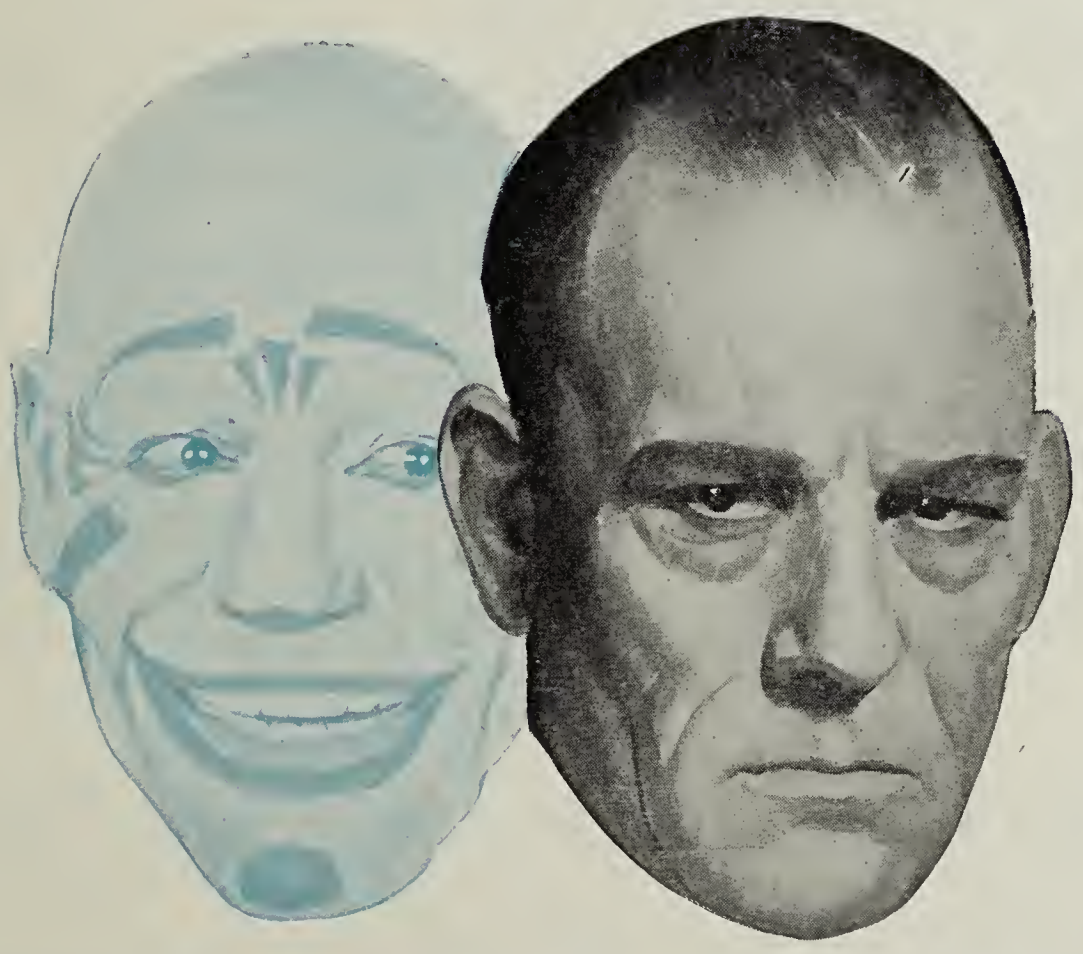
DETROIT, MICH., 2300 Cass Ave., A. M. ELLIOT, Mgr.

In this Issue: KINE-QUIPMENT

MOVIEAGE

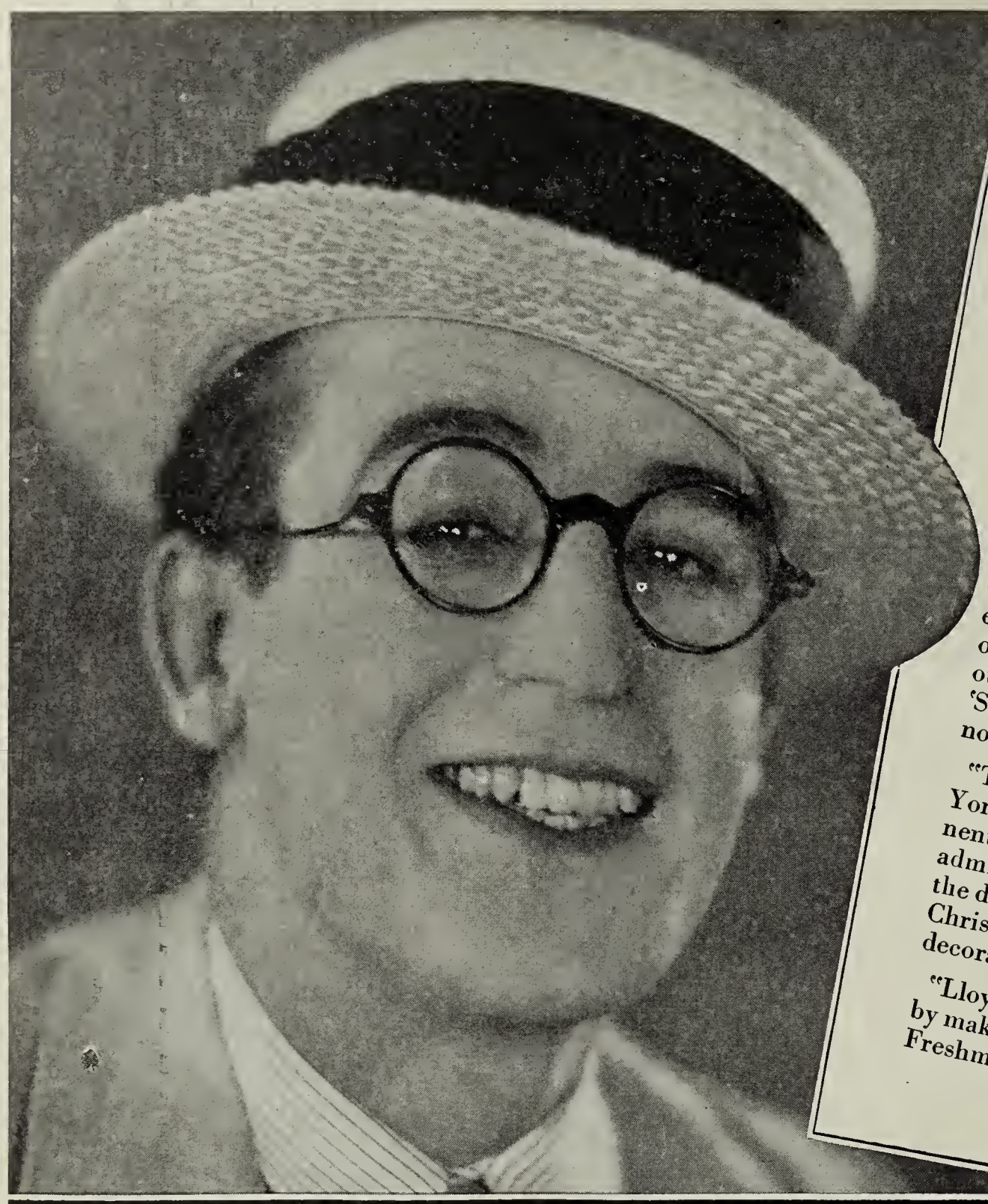
Volume VI OMAHA, NEBR., APRIL 21, 1928 Number 22

LON CHANEY, YOU ARE



WONDERFUL IN "LAUGH CLOWN, LAUGH" *(M-G-M of course!)*

A Business Magazine for the Film Trade in Iowa and Nebraska



MOTION PICTURE MAGAZINE for June joins nation-wide praise:

"SPEEDY"

"Lloyd never disappoints. 'Speedy' hurdles the heights of hilarity. The picture has more good gags than a shad has roe. Or even two shads. And these are flavored with the proper paprica of plot which entitles the entire dish to a rating of AA1 in the Bradstreet of Entertainment.

"Lloyd dominates the production in all its departments. Like a mirthful Colossus the shadow of his genius is ever apparent. In addition to a wealth of gentle humor and as much boisterous fun as is safe for the average heart, 'Speedy' has a chase sequence that cannot be topped for thrills.

"The locale of the picture is New York, and 'Babe' Ruth plays a prominent role. The 'Babe' acquits himself admirably, as does Bert Woodruff as the driver of an ancient horse-car, Ann Christy, a 'Baby Star,' is intelligently decorative in the ingenue role.

"Lloyd blazes the way to new triumphs by making this one funnier than 'The Freshman'."

Herb Cruikshank

1928's big box-office attraction!

¶ Skies are blue. Business is great! "Speedy" is here!

¶ Coming to smash all previous records sky-high!

HAROLD LLOYD in "Speedy"

Produced by Harold Lloyd Corp. A Paramount Release

EDITORIAL COMMENT

The Need is Quality

PRESENT incomplete announcements indicate that there will be more than a hundred more feature pictures on schedule for 1928-29 release than were released this present season. Several new Independent producers have entered the field and nearly all of those companies presently engaged have increased their production schedules. The majority of the larger companies will release practically the same number of pictures next season as this.

There will be no dearth of pictures. But the hope of every exhibitor is that there will be no scarcity of really good pictures. There have always been enough pictures available for exhibition, but, unfortunately, there have not been enough good pictures. Some of the advance announcements augur well for quality this next season. And we hope that complete announcements that will be made later will contain many more indications of really worthwhile box-office attractions.

Big pictures are the crying need of this business—of the box-offices throughout the country—Let's have 'em—not just a few, but many!

Good Stories Plus

JUST glancing quickly back over the passing season we note that there has been a tendency among producers to "bring out new faces." The old established box-office stars were said to be dying out and the public was reported to be clamoring for newer talent. The "star system" was declared to be a thing of the past. It was said that it was the story that counted. And a change of names and faces was the popular seeking.

Several real "discoveries" were made, but that will happen during any season. The attempt by several companies to put over pictures with complete casts of unknown players—even widely publicized beauty contest and college contest winners—were decided failures. A couple of such pictures that we saw had decidedly weak stories. A good story would have helped, but we doubt if that alone would have made either of these pictures a very great success.

It's rather difficult to get immediately away from what might be called tradition in this business. The public has been educated for years to idolize personalities. It has been taught to have favorites. It has wanted its favorites and it will always continue to want them. It is our opinion that the star system can never be done away with. Good stories are highly essential to picture success. A picture can't be good without a good story. But a good story and a popular star plus good direction will make a whopping success every time. Why try to change public taste, if the public is willing to pay well to satisfy its entertainment palate?

Spring is Here

SPRING is now well on its way, and, while it may be a little late, we issue the reminder to exhibitors to spruce things up about their theatres and refreshen the atmosphere a little. There's nothing like a little paint and a little change of decoration here and there to cause a few "ohs" and "ahs" and kind of make your patrons notice things a little. And there's nothing better than a clean looking inviting theatre as an aid to building business.

The public naturally looks for changes in decoration at the beginning of spring—the national clean-up season. It's good policy to be in step with the seasonal trend.

Many houses do not require complete redecoration. It would be foolhardy to do a job like that where it was unnecessary. Just a little brushing up an painting up in a lobby or foyer, however, can be done with little expense every spring and accomplish much good.

—BEN SHLYEN

MEMBER OF THE FILM GROUP ASSOCIATED PUBLICATIONS

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285

E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386

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Atlantic Theatre To Be Completely Changed

Improvements involving an expenditure of some $50,000 will be made at the Atlantic Theatre at Atlantic, Ia., within the next few months, according to O. C. Johnson. The improvement program, which involves renovation and enlargement of the present building, installation of a new $15,000 organ and new chair seats, and remodeling of the stage effects, will make the theatre one of the finest to be found anywhere in a town of that size.

The work of installing the new organ, to begin in a few days, will be the first step toward the improvement of the theatre. The organ is a two-manual console model and has 600 pipes. The stage will be replete with new draperies, new scenery, lighting effects and all that adds to stage and vaudeville acts. All new seats will be installed and the new arrangement will allow for 225 more seats than formerly.

The exterior of the building will be in Spanish design, completely changing the outer appearance.

Norfolk, Nebr.—W. C. Sears of Marshalltown, Ia., has been appointed to succeed W. P. Cuff as manager of the Granada, Grand and Lyric theatres in Norfolk. Mr. Cuff has been promoted to district manager for the Hostetler Amusement company, with Grand Island as his headquarters.

Columbus, Nebr.—The Pawnee Theatre has been reopened under the management of J. F. Fluckiger and his son, Will Fluckiger.

BRIGHT BITS *and* NEWSY NOTES

C. G. Moore, former owner of theatres at Stamford and Orleans, Nebr., visited Movie Row several days last week.

* * *

Ben F. Rosenberg, district manager of Fox, was in Omaha for a week.

* * *

The National Theatre Supply Co., was saved a lot of distress by the sprinkler system last week, when a fire started right under the sprinkler and automatically turned in the alarm. When the fire department arrived the fire was almost out.

* * *

The theatre at Craborchard, Nebr., has been closed permanently. A vote was held at Craborchard recently for Sunday shows and defeated by 50 votes.

* * *

J. R. Grainger stopped in Omaha for 15 minutes last week. Mr. Grainger was on the Overland Limited enroute from Hollywood to New York.

* * *

The Sterling Theatre at Vail, Ia., was sold recently to C. H. Macke.

* * *

The Dreamland Theatre at Gabbon, Nebr., and the Crystal Theatre at Arapahoe, Nebr., have been opened.

* * *

The Pastime Theatre at Hubbard, Nebr., has been closed.

* * *

L. M. Green, exhibitor at Tecumseh, Nebr., visited the exchange Monday.

* * *

Mary Burbeau, cashier at Universal, is sick with the flu.

* * *

J. D. O'Neil of the National Theatre staff spent the week end in Chicago celebrating Easter.

* * *

Mr. McArdle, who operated the Benson Theatre some years ago under the name of the Benalto, is managing the Hays cafe right off Movie Row and is receiving lots of patronage from the exchanges.

* * *

Nick Paper has sold the Capitol Theatre at Lincoln to A. H. Blank. The theatre has been closed for several months, but will be reopened very soon.

* * *

Bill Strickland, formerly booker at Renown, has gone to Columbus, Nebr., to be manager of an ice cream factory.

George Monroe and Calvin Bard's Iowa Theatre at Cedar Rapids, Ia., will be opened early in May.

* * *

The Des Moines branch of National Theatre Supply Co., will be discontinued this week. Art Thiele will go to the Omaha branch to replace J. B. O'Neil, who is transferred to Detroit.

German Director For Pola Negri's Next Film

Ludwig Berger has been signed by Paramount to direct Pola Negri's next, as yet untitled, picture. Berger won international screen recognition with a trio of recent productions, "Cinderella," "The Waltz Dream" and "A Glass of Water." The first two have been released in the United States and have won high critical praise.

While serving as stage director at the State Theatre, formerly the Imperial Theatre, Dr. Berger became interested in motion picture production and joined the directorial staff of Ufa, where his work speedily attracted the attention of American producers, with the result that he is now in Hollywood as a member of Paramount's directorial group.

Chain Theatre Executives

Projectionist with extensive experience in installation and maintainence of projection equipment on chain theatre circuit wants connection with circuit where ability will be rewarded by advancement. Familiar with factory methods of repairs on the three standard projectors. Have equipment investment over $1,000 to do this work.

Projectionist—Associated Pub., Inc. Third Floor, Glover Bldg., Kansas City Mo.

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—NEON GAS—

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Consult Our Theatre Department

FOUR TIFFANY-STAHL GEMS READY FOR PLAYDATES

"The HOUSE of SCANDAL"

BY E. MORTON HOUGH

A DRAMA OF RITZY CROOKS

WITH

DOROTHY SEBASTIAN
PAT O'MALLEY
HARRY MURRAY
GINO CORRADO
IDA DARLING
LEE SHUMWAY
JACK SINGLETON

DIRECTED BY
KING BAGGOT

"BACHELOR'S PARADISE"

BY
RAYMOND SCHROCK
AND
CURTIS BENTON

A DRAMA OF HEARTS AND FISTS

WITH

SALLY O'NEILL

SUPPORTED BY

RALPH GRAVES
EDDIE GRIBBON
SILVIA ASHTON
JIM FINLAYSON
JEAN LAVERTY

DIRECTED BY
GEO. ARCHAINBAUD

"The SCARLET DOVE"

BY ARTHUR GREGOR

A DRAMATIC STORY OF RUSSIAN NOBILITY

WITH

LOWELL SHERMAN
MARGARET LIVINGSTON
ROBERT FRAZER
JOSEPHINE BORIO
SHIRLEY PALMER
JULIA SWAYNE GORDON
CARLOS DURAND

DIRECTED BY
ARTHUR GREGOR

"CLOTHES MAKE THE WOMAN"

AN ABSORBING DRAMA

WITH

EVE SOUTHERN
WALTER PIDGEON
CORLISS PALMER
CHARLES BYERS
GEORGE STONE
H. O. PENNELL
KATHERINE WALLACE
BYRON SAGE
DUNCAN RENALDO
MARGARET SELBY
ADOLPH MILAR
TEMPLAR SAXE

STORY AND DIRECTION BY
TOM TERRISS

TIFFANY-STAHL PRODUCTIONS, INC.

Distributed by **RENOWN PICTURES Inc.**

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEBR.

National Music Week, May 6-12, Gives Theatres Chance For Civic Tie-up

National Music Week will be celebrated from May 6 to 12, inclusive. The national committee of the event called upon 1,100 local chairmen for suggestions appropriate for use in motion picture theatres and those enumerated below, made by this committee, come from practical experience:

1. Get together a group of persons in the community interested in music with whom the theatre managers or orchestra leaders of the theatres will meet to discuss "ways and means" for Music Week.

2. Noor hour concerts in the motion picture theatres at popular prices, using a short subject music picture, such as the Music Masters Series.

3. A music knowledge contest based on music played in the motion picture theatres, the music to be broadcast from the theatre where feasible, the prizes to be given by music or jewelry stores and presented from the stage of the theatre.

4. An essay contest, to be conducted by the schools, dealing with the life of a famous composer and based on a motion picture biography of him, from the Music Master Series, presented on succeeding nights in each of the motion picture theatres during Music Week.

5. A voting contest to determine what persons contribute most good music in the community. Ballots to be collected at the motion picture theatres and at the conclusion of Music Week enough prizes awarded so that each theatre might give a prize to the winner, the second best contributor, etc.

6. A contest to determine the best amateur music ensemble in the community, male quartets, glee clubs, church choirs, etc. (Barber shop quartets not excluded). The winners in each classification to appear as a feature of one evening of movie entertainment.

7. Arranging for special music programs at which, instead of two performances on a given evening, one performance at double admission price at which half of the program will consist of musical presentation by the house orchestra and local talent.

8. Arrange for the orchestras and music talent of the theatres to take part in concerts at churches, school auditoriums, at times when the theatres are not open.

9. The use of song films and slides, such as those put out by the Red Seal Pictures corporation and Standard Slide corporation, inviting local music talent to lead in the singing. It is apparent from these replies that what the people want are old time songs and popularized versions of the classics.

10. During Music Week have the orchestra leader or some musician of note in the community make a very brief statement with regard to the composer and symbolism of the overture played by the orchestra. This would be especially acceptable if the entire musical selection for an evening was chosen from one composer.

Publish Brookhart Hearings

In a pamphlet containing over 275,000 words, the hearings of the Senate interstate commerce committee on the Brookhart bill have been printed by the bureau of printing.

An explanation of the Brookhart bill printed upon the cover of the pamphlet describes it as a measure "to prevent restraint upon the free competition in the production, distribution and exhibition of copyrighted motion picture films and to prevent the further monopolization of the business of producing, distributing and exhibiting copyrighted motion pictures prohibiting blind booking and block booking."

F. N. and Victor Unite To Make Talking Movies

Announcement was made in New York Wednesday that First National Pictures, the Victor Talking Machine Co., and Electrical Research Products, the latter a subsidiary of Western Electric, had joined forces to produce motion pictures synchronized with sound. The process will be called the Firnatone.

Wm. Boyd and Lupe Velez To Play in "La Paiva"

Wililam Boyd, who was "The Volga Boatman" and later one of the "Two Arabian Knights," will act opposite Lupe Velez in a forthcoming United Artists picture. Sam Taylor, director of John Barrymore's "Tempest," Mary Pickford's "My Best Girl" and Harold Lloyd's "The Freshman," will direct.

The title of the film has not been chosen, but probably will not be "La Paiva." It was said at first that Gloria Swanson would play the role, that Fred Niblo would direct the picture, that David Wark Griffith would direct the picture, that Estelle Taylor would play the leading part, that Rod LaRocque would appear in the film.

Lupe Velez will have the role of "La Paiva" a fiery creature around whose loves the story whirls.

Block Booking Conspiracy By Paramount Is Denied In Answer to Commission

Complete denial of restraint of trade in the film industry has been made by Paramount, in a new answer to the Federal Trade Commission's charges. On March 6 the Commission announced it would start suit unless its "cease and desist" order of last July was complied with.

In the new answer, Paramount makes a general denial of entering into a conspiracy in restraint of trade, also that it is block booking films at a designated lump sum for the block, which in the aggregate would be considerably lower than the price asked for single pictures. The contention is made that every lawful effort is made to sell all of the product possible in every territory, and because a film cannot be sold simultaneously to competing exhibitors, price reductions are made on quantity purchases.

Attention is called in the answer to the new uniform contract, and the statement is made that its provisions are being adopted by Paramount. The further statement is made that Paramount has not built any theatres to intimidate or coerce any exhibitor into buying its products.

In its notice of March 6 the Commission stated it intended to carry the matter to the courts if its order was not complied with. It is believed the court action would be for the purpose of outlawing block booking.

Rumor Twelve 1928-29 Supers for Tiffany-Stahl

M. H. Hoffman, vice president of Tiffany-Stahl, is in New York for a series of conferences with various department heads in the home office. Plans are to be outlined for the production schedule for 1928-29 which, it is said, will include 12 super-special productions for extended runs in addition to the regular schedule of 28 Gems.

Mr. Hoffman has been in Hollywood since last January, where he has been cooperating with John M. Stahl in the production of out-standing film featured. He also brought to New York the first print of "The Toilers," which was filmed under the tentative title of "Power."

After completing his conferences, Mr. Hoffman will return to Hollywood to again take up the reins of production in conjunction with Mr. Stahl.

"Perfect 36" Slogan For 1928-29 Columbia Group; Ten Special Productions

Columbia Pictures will offer for the 1928-1929 season a program of 36 features, produced at an aggregate outlay of nearly $3,000,000. Ten of these productions will be specials, produced on an elaborate scale, with prominent directors and well known stars. These super productions will be part of the group of 36 and are not to be sold as a separate bloc.

In making this announcement, Joe Brandt, president of the company, said: "The decision to increase the company's output was not reached overnight. Box office reports and personal letters received from theatre owners during the past year proved that Columbia was making a product that was successfully meeting all exhibitors demands. The past year saw Columbia productions play over the Fox, Keith-Stanley, F. & R., Publix, Loew, West Coast and other of the country's important circuits. In many instances Columbia's 1927-1928 productions were presented in theatres where independent product had never been played before.

"Our new program will be known as "The Perfect Thirty-Six." The slogan 'perfect' which guided Columbia through the past season, the most successful in the history of the organization, will be retained.

"Enquiries among exhibitors lead us to believe that the trend for comedy has passed. Although we will not eliminate comedies entirely from our new schedule, we shall emphasize this type of production less during the coming year, in order to meet the changing tastes of the public.

"Our new line-up will surpass by far anything before attempted by Columbia. The general trend for economy will have no effect on our plans. Not only will Columbia not retrench, but our ample finances will enable us to spend more money than ever before in every branch of our business during the coming year. It is our aim to furnish the theatre owner with pictures as good as any made anywhere in the industry."

"The Younger Generation," from the play and magazine story "It Is to Laugh," by Fannie Hurst, will be one of the specials. Another special will be "The Fall of Eve," from the pen of John Emerson and Anita Loos. Other vehicles already announced are: "Trial Marriage," from the magazine serial published in the Saturday Evening Post; "Restless Souls," by Cosmo Hamilton; "Acquitted," by Mary Roberts Rinehart; and "Power of the Press," from the McClure short story.

A nation wide advertising and exploitation campaign is now being launched to make the "Perfect Thirty-Six" a household word. A general intensive institutional campaign is to be conducted in the trade papers and popular magazines, and interlinked will be a special advertising and exploitation campaign on behalf of each of the 36 pictures on the program. The advertising is to be continued generally throughout the entire year, so that exhibitors playing Columbia product will receive the greatest returns on every dollar spent in advertising.

DeMille Will Remain With Pathe for Present

Cecil B. DeMille will remain, for the present at least, with the Pathe organization on the West Coast, according to the most recent reports from Los Angeles. It is reported that after the current year's production he will join United Artists.

One report from California has it that DeMille will produce two pictures, each starring Rod LaRocque, Phyllis Haver and William Boyd, completing his present series contract. Another report indicates DeMille will remain with Pathe for a year, producing two specials during that period.

Constance Talmadge Will Start in McCutcheon Tale

Constance Talmadge's first United Artists picture will be "East of the Setting Sun," from the George Barr McCutcheon story.

Miss Talmadge is in New York with her sister, Natalie Talmadge Keaton, and her brother-in-law, Buster Keaton. Keaton's third United Artists Picture, in which Ernest Torrence also appears, is "Steamboat Bill, Jr." It will be released soon.

Select Next Jannings Picture

"The Man Who Never Missed," from Mildred Gram's magazine story "The Feeder," has been selected by Paramount for Emil Jannings to follow "The Street of Sin" in production. The story concerns life in four-a-day vaudeville. Jannings will play a veteran trouper. "The Patriot," Jannings' next release, is practically completed.

Nearly 750 Features To Be Produced for 1928-29 Season by 36 Companies

With Pathe the only major producer for which plans for the 1928-29 season are not complete, it is probable that close to 750 features will be made this year, according to figures compiled by Film Daily. This is an increase of approximately over 100 more than for the 1927-28 season.

Of the larger producing companies, First National is the only one which will make fewer pictures the coming season, although the decrease is only nominal. The figures gathered in the Film Daily survey on the larger companies follow:

	'27-'28	'28-'29
Chesterfield	8	14
Columbia	30	36
FBO	58	60
First Division	18	18
First National	52	49
Fox	52	52
Gotham	14	30
M-G-M	54	56
Paramount	78	78
Pathe	54	--
Rayart	30	20
Tiffany-Stahl	24	36
United Artists	15	18
Universal	61	63
Warner Bros.	26	34

Including all producers, large and small, the survey shows the 1927-28 lineup was 639 pictures, with 729 definitely set for 1928-29, which with others yet to be heard from will bring the aggregate up to 750 or 760.

New Hollywood Studio For First Division

First Division is to have its own studio in Hollywood's suburbs. The company is now making its pictures at the Metropolitan studio, but by next year will have erected a large plant on Ventura Boulevard, about five miles beyond Universal City. Robert S. Furst, vice-president and treasurer, has announced the purchase of three acres of land in the new studio colony, right adjacent to the struction. Plans are being prepared for a complete production plant which will be in operation by next May. Work will be started sometime this summer on the project.

Olmstead With Sir Walter

Gertrude Olmstead has won the leading lady role opposite Walter Hagen in the golf champion's first picture of six for Tiffany-Stahl, called "Green Grass Widows." Others in the cast are John Harron, Hedda Hopper, Lincoln Stedman, Albert Conti and Ray Hallor.

WHAT THE PICTURE DID FIRST RUN.

AT OMAHA THEATRES WEEK ENDING APRIL 14

MOON

Daredevil's Reward, (Fox), Tom Mix.
Business: Very good.
Audience Reaction: Good.
Summary: Story of a Texas ranger who can affect any character he wishes by a number of clever disguises. Mix in these character roles makes the picture especially interesting.
Entertainment Merits: 80 per cent.

RIALTO

Tenderloin, (Warner Bros.), Dolores Costello, Conral Nagel.
Business: Pretty good.
Audience Reaction: Very well pleased.
Summary: A melodrama of New York with Dolores as a dancer in a cheap East Side cafe. Conrad Nagel as a member of a gang of crooks. Much is added to the picture by the voices of the actors in several places.
Entertainment Merits: 95 per cent.

RIVIERA

Speedy, (Paramount), Harold Lloyd.
Business: Very good.
Audience Reaction: Excellent.
Summary: A story built around the old time horse car, with New York as a background. A riot of laughter. A series of comic situations.
Entertainment Merits: 95 per cent.

SUN

West Point, (M-G-M), William Haines, Joan Crawford.
Business: Fair.
Audience Reaction: Very good.
Summary: Haines as the "fresh" young man who comes to the army school to play football and stays to learn the real spirit of the corps.
Entertainment Merits: 90 per cent.

WORLD

The Big City, (M-G-M), Lon Chaney, Betty Compson, Marceline Day.
Business: Good.
Audience Reaction: Good.
Summary: New York night life is the theme of the picture. A sensational holdup in a fashionable night club, a police battle and a romance of a shop girl and two gangsters.
Entertainment Merits: 80 per cent.

AT DES MOINES THEATRES WEEK ENDING APRIL 14

CAPITOL

The Smart Set, (M-G-M), William Haines.
Business: Good.
Audience Reaction: Very pleasing.
Summary: An interesting story built around polo players and polo horses that contains enough of the human element to make the picture entertaining. The smart aleck feature is somewhat overdone.
Entertainment Merits: 85 per cent.

DES MOINES

The Jazz Singer, (Warner Bros.), Al Jolson.
Business: An ideal combination of Vitaphone and Al Jolson, which makes the pictures one of the biggest box office bets of the year. Without the Vitaphone it would not get far, however.
Entertainment Merits: 85 per cent.

STRAND

Freckles, (FBO), Johnny Fox.
Business: Very good.
Audience Reaction: Pleasing.
Summary: The romance of an orphan lad and a beautiful girl in the depths of a mighty forest. A good story that has been widely read and made into a very good picture.
Entertainment Merits: 85 per cent.

ORPHEUM

Chicago, (Pathe), Phyllis Haver.
Business: Very good.
Audience Reaction: Excellent.
Summary: A sensational flapper story, with thrills and wild life a plenty. "Chicago" is an outstanding picture and will satisfy and please the patrons of all classes of houses.
Entertainment Merits: 90 per cent.

Always Read

the Clearing House

classified advertising page. It offers many opportunities to buy and sell—opportunities for real profit.

CURRENT RELEASES

Week of April 22, 1928

COLUMBIA

After the Storm, Hobart Bosworth, (6).

EDUCATIONAL

Blazing Away, Lloyd Hamilton, (2).
Hints on Hunting, Outdoor Sketch, (1).
Off Balance, Monty Collins, (1).

FIRST NATIONAL

Lilac Time, Colleen Moore, (7).

FOX

Play Girl, Star Cast, (6).

METRO-GOLDWYN

Primitive Housekeeping, Oddity, (1).
You're Darn Tooting, Stars, (2).

PATHE

Mark of the Frog, No. 5, (2).
Flying Age, Fables, (1).

PARAMOUNT

Fifty-Fifty Girl, Bebe Daniels, (7).
Bugs My Dear, Bobby Vernon, (2).
A Bum Steer, Krazy Kat, (1).

UNITED ARTISTS

Steamboat Bill, Jr., Buster Keaton, (7).

UNIVERSAL

Won in the Clouds, Al Wilson, (5).
One Every Minute, Arthur Lake, (1).
When George Hops, Sid Saylor, (2).
Hidden Money, Bob Curwood, (2).

WARNER BROS.

Five and Ten Cent Annie, Louise Fazenda, (6).

Universal Studio To Start With Serials May 1

The Universal studio at Universal City will reopen May 1. The first picture to go into work will be a new serial "The Diamond Master," adapted from the Saturday Evening Post story. About the same time Leigh Jason will start the direction of a series of underworld thrillers, entitled "The Eyes of the Underworld."

Ted Wells will start on a new series of western features. His first will be "Riding Romance," supported by Miss Vonceil Viking, who made a horseback trip from New York to Los Angeles recently. Edmund Cobb also will start the first of a series of twelve two-reel Forest Ranger pictures. Bob Curwood will begin work on a series of twelve stunt Cowboy two-reelers. George Chandler, former vaudeville star, will begin a series of twelve Tenderfoot Thrillers, of the western comedy drama type.

Hughes Buys Lucien Prival

Another player has been added to the roster of stars that Howard Hughes, president of the Caddo company, is placing under contract. The latest addition is Lucien Prival, whose contract with First National, which he signed a year ago and which has four years to run, was taken over by Caddo. The deal was closed following a conference between Mr. Hughes and Watterson Rothacker of First National.

Marie Prevost To "Racket"

Marie Prevost will be leading lady with Thomas Meighan in "The Racket." This picture is being produced by the Caddo company for Paramount release.

Visitors on Film Row Monday of this week were Donnie Brockman, of Moline, Ill., John S. Foresman, of Jewell, and George Weigman, of Boone.

* * *

Jake Cohen, of Ottumwa, was in Des Moines the first of the week booking pictures and looking after the interests of his theatres. Mr. Cohen has just recently taken over the lease on the Iowa Theatre at Bloomfield, Ia., from H. L. Graham. The theatre is being improved and decorated and will no doubt prove to be a winner with Jake looking after it in his customary energetic manner.

* * *

Mr. Garland, of the New Grand at Glidden, Ia., was in Des Moines Monday looking after business for his theatre and visiting the boys on Film Row.

* * *

B. B. Sorokin, of the Orpheum Theatre, Ottumwa, was in Des Moines Monday. Mr. Sorokin is associated with Sam Sosna in the operation of the Orpheum.

* * *

Frequent snows, rain and changeable weather has had a bad influence on theatre patronage during the past two weeks in Iowa. Business during April is going to run below average unless weather conditions improve during the last half of the month.

Fire in Palace Theatre Put Out Without Damage

An overheated film caused a fire in the projection room at the Palace Theatre, Des Moines, sometime Monday which might have caused serious trouble had it not been for the quick work of the operator and house manager and the fact that the booth is fireproof.

When the fire broke out Louise Moore, the organist, played her scheduled musical number while dozens of people waited for the picture to continue, unaware that a fire was wrecking the film. Considerable damage was done to one machine and the film.

In these days of modern equipment and fireproof booths there is but little danger to the lives of patrons of better picture shows. Proper inspection has removed most of the hazards.

Theatre Business in the Small Town

By E. P. SMITH
President Motion Picture Theatre
Owners of Iowa

What is in store for the small town theatre owner? Is he going to wake up some of these days and find himself out of business? Business is bad in every part of the country except with the larger first run houses in the cities. Many of the small town exhibitors believe their days are numbered. Comparison must be made between the larger city house with its stage presentation and expensive synchronizing talking musical device. Automobiles and good roads take most people to the city once in a while and they see and hear the better shows. It is entirely out of the question for the small town to support any of the present day luxuries afforded in the first run city houses.

Many exhibitors who have been considered prosperous in the past are beginning to do their own operating and in many cases their janitor work. Some few years ago there were four or five houses in towns of five and six thousand. Today two houses will not make money in the same town. In those days admission prices were 10 to 15 cents. Today prices range from 25 to 50 cents in the same towns and overhead has increased several hundred per cent. Most of the new inventions and improvements are too expensive and can only be put into the larger houses. The large house is constantly improving and the small house is gradually getting worse.

* * *

The writer does not wish to be singing the blues, week after week, but it seems to be about the only song we hear right now. There are so many things to be done in the large cities but the exhibitor in the town of 5,000 and under can do little but hustle and strive to obtain the good will of all the people in his community, hoping that his show will attract a goodly number of patrons. All of the sound devices require too large an investment and will take too long to get back in profits.

Such conditions are deplorable at the very beginning of the 1928-29 selling season. Most of the film companies are operating on a margin very close to the danger point. Reductions will be demanded and in many cases met, but a cut of prices all along the line will mean bankruptcy unless production costs are cut in places not yet attempted. What the industry needs today is better and more attractive pictures. Pictures that will satisfy without the expensive added attraction. Perhaps the day is past when such pictures can be made. Here's hoping the coming season will see such a fine quality of pictures that stage presentations and the sound producing novelties will not require.

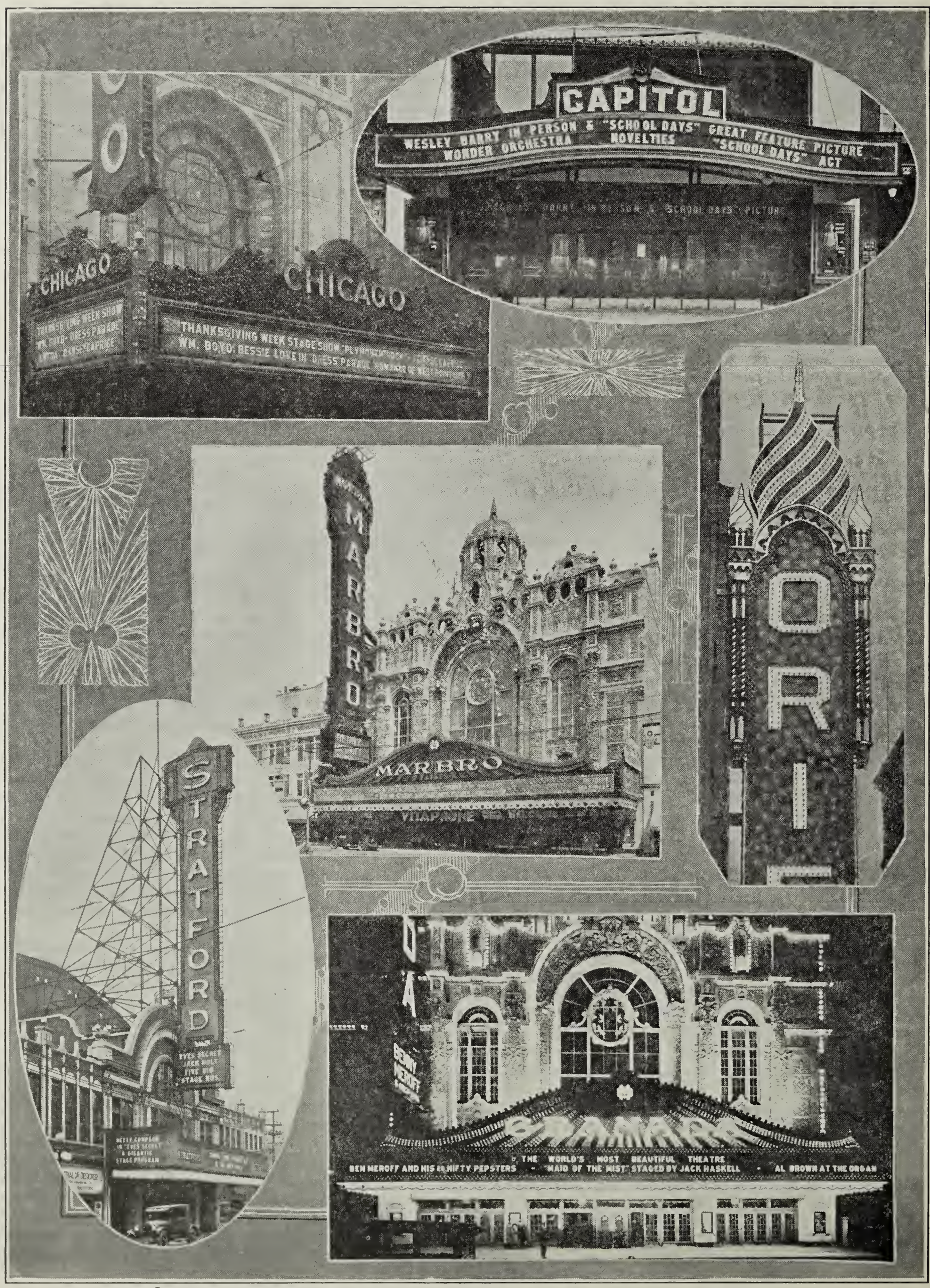
Completing Plans For 1,100-Seat Ames Theatre

Contracts will be let in May for an 1,100-seat combination stage show and picture theatre at Ames, Ia., which will contain the latest improved ideas in seating arrangement, projection, staging music and lighting effects. The new theatre also will contain a ladies' lounge and gentlemen's smoker. Negotiations are under way for the installation of Vitaphone.

Plans will be off the architect's desk this month. This theatre will be operated by the Ames Theatre company, in affiliation with A. H. Blank.

Talking Movies Stimulate

Houses in Iowa that have recently installed the Vitaphone are experiencing considerable stimulation from the innovation. The Des Moines Theatre has been standing them out each night since opening with "The Jazz Singer." Motion picture patrons must have novelty and the Vitaphone seems to be reaping the harvest. The coming year promises much and the field should be extremely fertile for all kinds of talking novelty devices.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WESLEY BARRY IN PERSON & "SCHOOL DAYS" GREAT FEATURE PICTURE
WONDER ORCHESTRA NOVELTIES "SCHOOL DAYS" ACT
CHICAGO
CHICAGO
THANKSGIVING WEEK STAGE SHOW
WM. BOYD BESSIE LOVE IN DRESS PARADE
MARBRO
VITAPHONE
STRATFORD
THE WORLD'S MOST BEAUTIFUL THEATRE
BEN MEROFF AND HIS 8 HIFTY PEPSTERS - "MAID OF THE MIST" STAGED BY JACK HASKELL - AL BROWN AT THE ORGAN

Illustrating Electrical Signs, Marquees and Theatre Fronts described on the opposite page.

KINE-QUIPMENT

DEVOTED TO THE INTERESTS OF THEATRE OWNERS IN THE BUILDING AND EQUIPPING OF FINER MODERN THEATRES

Published Every Fourth Week as a Supplement of The

MOVIE AGE

April 21, 1928

Modern Type of Electric Sign Vital to Theatre's Success

By S. J. HERZOG

President Lu-Mi-Nus Signs, Inc., Chicago, Ill.

THE sign is the oldest medium used by man for purposes of identity and guidance. History tells us that even those architectural monuments of Egypt, Greece and Rome, were incomplete without their hieroglyphic inscriptions. Later these inscriptions were illuminated at night by flaming torches. We find that these signs were lettered in an artistic, though legible, manner and in each and every case added to the beauty and completeness of the architectural scheme.

Not long after the invention of the incandescent lamp the possibilities of the electric sign became recognized, particularly for its adaptation to the theatre. At first, and in fact until quite recently, electrical displays have been crude and boasted no attempt to co-relate architectural harmony.

With the close of the World War and the lifting of the ban upon the use and manufacture of electric signs, the manufacturer has come to respect the old Roman practice of architectural beauty and harmony. In addition to mastering the technique of design and color the sign salesman of today has a complete knowledge of electrical illumination, readability of lettering, and methods of obtaining various animated effects.

The sale and manufacture of electric signs has rightfully come to be known as electrical advertising, for which it truly is. There is no other form of advertising that is as actually permanent, and certainly no other form of outdoor advertising can withstand the buffeting of the elements year after year. ELECTRICAL ADVERTISING means continuous service, although, unfortunately, some theatre operators do not realize the lost possibilities in refusing to have their signs maintained, and kept constantly on the job, properly functioning, bright and clean.

Illustrations of Theatre Signs, Fronts and Marquees Discussed in this Article will be found on Opposite Page.

The illusion of motion in electric signs is produced by a simple device called a flasher, which machine consists of a motor, gears or pulleys, and a rotating cylinder with contacts and brush. An almost endless variety of effects can be obtained by the manufacturer in varying the wiring combinations in the sign. The advantages of an animated sign are obvious, as they command attention and hold the eye. Many a theatre has become dominant through the medium of the unique animation the sign builder has put into its electrical displays. The maintenance of a flasher is simple, but should be as constant as the attention given the organ loft, fan room or booth.

Electrical advertising has become so important a factor in the success of the theatre that the architect of today does not complete his drawings of the building facia without calling upon the sign manufacturer, for advice and suggestions as to the proper co-ordination of electric sign and canopy display to his particular architectural scheme. Theatre owners will agree that the sign, identifying the theatre, and the canopy with its interchangeable letter board telling of present and coming attractions, are definitely related to the box office. It is little wonder that the successful builder of today's theatre leans heavily upon the "electric sign man" for creative displays and illumination. The accompanying photograph of the Granada Theatre (Chicago) depicts clearly the perfect relation of canopy signs to building proportions. A great expense and untold hours of architectural thought would be a total loss at night were it not for the "sign man's" ingenuity in PAINTING the front WITH LIGHT.

Architectural detail in the sign has become a recognized pre-requisite by the larger and more reputable manufacturers and in the accompanying photo of the top portion of the Oriental Theatre (Chicago) sign may be seen ornamentation in bas-relief, which in effect rivals the Arabian Nights picturesque glory of old. Here dimmers and coves are brought into use with excellent resultant effect.

A comparatively new phase of electrical advertising is the so-called "rigid-hung" sign, whereby it is possible to make the sign a part of the building by installing "out-rigger beams" while the theatre is under construction, these beams being an integral part of the steel skeleton. This method has made it possible not only to install larger signs, which would otherwise be unsafe, but eliminates unsightly steel supporting structure and the necessity of side guys which generally cut across the face of the sign and mar the general effect. A comparison of the photographs of the Stratford and Marbro depicts quite clearly the advance of this progress brought about within the last few years. It also shows forcibly the advance of theatre architecture with which electrical advertising is keeping apace.

The general relation of canopy and attraction signs to building facia may be noted in the treatment of the Capitol (Detroit) and the Chicago. Not only does the designer consider building relations, but also gives careful thought to location relative to competition, seating capacity and adjacent "bright lights."

In reality, is there any form of publicity quite so important as the interchangeable letter board? How, otherwise, can the exhibitor get his message "across" at night? With the present day maze of publicity stunts the theatre patron is in a constant state of bewilderment. When he sees the name of his favorite star and a familiar title displayed in electric letters immediately over the entrance he at once becomes a box-office receipt. Many a man making toward home from his office goes a roundabout route so that he may scan the various attraction boards from which he makes his choice for an evening of entertainment for himself and family after dinner.

The electrical advertising manufacturer is constantly on the alert for new developments and effects of an attention-arresting character. The most outstanding of all things new in electric sign lore is the advent of the Neon gas-filled tube sign. Neon gas is a component part of air and through various processes is separated from the other constituents of air among which, best known to the layman, are crypton and helium.

While so far the Neon type of sign offers no outstanding inducement to the theatre operator, due to the lack of animated possibilities, it has some points in its favor. Perhaps the most outstanding of these is that of low upkeep cost, taking into consideration current consumption and the fact that it is a strict departure from the bulb type of sign where continuity of lettering and outline effects are desirable. Neon gas lends color possibilities not otherwise obtainable and where its most natural color (red) is used it has penetrating value, both day and night, which stands so far unrivaled by any artificial light yet developed by science.

The use of electric signs by the theatre has assumed such proportions that certain representative manufacturers are devoting their entire organization and effort to the end that the theatrical industry may benefit by its complete designing and departmental facilities, born of experience practically since the inception of electric signs.

Clever Projectionist Can Improve the Show

How ingenuity in projection can almost create a new picture, or at least greatly improve it, was revealed in a paper read before the Society of Motion Picture Engineers in the Spring meeting at Hollywood last week by Lewis M. Townsend, projection engineer of the Eastman Theatre at Rochester, N. Y.

In the plan outlined by Mr. Townsend he told of how motion pictures of enlarged dimensions have been conceived and put over at the Eastman, which has a normal screen of 17 by 21 feet, with an objective lens of 6¾ inch E. F. at a distance of 160 feet. Describing the screening of "North of 36," the stampede scenes were enlarged to 30 by 40 feet by dropping a large white screen in front of the regular screen, filling the entire stage opening. By using 155 amps instead of 120 as the regular lamps, the screen illumination compared favorably with the balance of the projection on the regular screen. The standard 3½ inch E. F. objective lens was used. The effect upon the audience of the projection on a gigantic screen was described as startling and decidedly novel.

Another spectacular effect achieved by manipulation in the projection booth was in the Colleen Moore picture "Twingletoes," when the star is shown looking into a teacup. In this case, the large sheet was masked by black velvet in such a manner that a 17 by 21-foot opening was used for all but the ballet scene, when the dancers are made as if to appear in the teacup. As this scene was faded on, the mask was pulled up at the top and out on each side until it disclosed a 30 by 40-foot screen. The entire ballet scene was run at this size, and as it faded out the mask was brought back to the regular size. The elephant stampede scenes in "Chang" were also enlarged in the same manner.

Another application of the same idea was made in conjunction with a prologue for the showing of "The Iron Horse." The prologue, entitled "The Vagabonds," ended with typical hoboes boarding a set train which was pulled off stage at the close of the act. As the train was pulled off a picture of a locomotive coming head-on and passing over the camera was projected on a gauze drop which had been used at the front of the stage during the act. This picture also was 30 by 40 feet. While the locomotive scene was being run, the regular screen was lowered just back of the gauze and just at the moment the engine seemed to leap out over the audience the title of "The Iron Horse" was started, using the regular picture size. The gauze drop was then raised and the picture shown in the usual manner.

Theater Men Make $75 to $200 a Week Extra Profit This Way

Model 100 All-Electric—Pops up to 350 sacks an hour.

Eubank took in $283.60 the first month with his National-Peerless. Jones operates his theater two nights a week and National-Peerless pop corn pays his rent and gives him an extra profit.

National Peerless Corn Poppers have been the Big Money Makers for theater men for 11 years. They're a big lobby attraction. New All-Electric Models in colors have flash that stops them. Pop up to 350 sacks an hour. The "popped in flavor" of National-Peerless pop corn is unequalled. Make Big Money from the first day.

More Money for These Theatre Men—Why Not You? Breck, Texas, writes, "I take in $80 to $100 a week steady with National-Peerless." Wirth, Wyoming, had sold $3,324.75 when he wrote us and said, "There are other machines operating here but none of them are making the sales that our National-Peerless is making." "Would just as soon have my theater closed down as to be closed down on my National-Peerless," writes Courter.

All-Electric, gas and gasoline models can be purchased on our Pay-as-You Earn Plan.

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NATIONAL SALES & MFG. CO.

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TALKING PICTURES

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HEAR WHA

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No Theatre to Small to Afford

Been Waiting For!

-PHONE

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HANAPHONE Brings to Your Theatre---large or small--- what every Movie Fan has been waiting to see and hear--- TALKING PICTURES!

A *HANAPHONE* Installation

HANAPHONE

OFFERS YOU - - - -

PERFECT SYNCHRONIZATION!

Sound blended with motion true and natural lends to the Silver Screen a Golden Voice that will thrill all lovers of motion pictures.

MOST SIMPLIFIED

of all talking-picture devices. No extra technical help necessary. A few hours' instruction is all a good projectionist needs to operate HANAPHONE equipment. Its simplicity makes it practical for any size theatre.

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Two or more each week, consisting of the best available talent money can buy. To the live showman it opens up all the vast stores of symphonic and orchestral music for the cueing of pictures.

HANAPHONE INSTALLATION

as a permanent feature of your Theatre—the most sensational attraction of the show business at a *low cost* that will amaze you. Installations will be made in the order application are received.

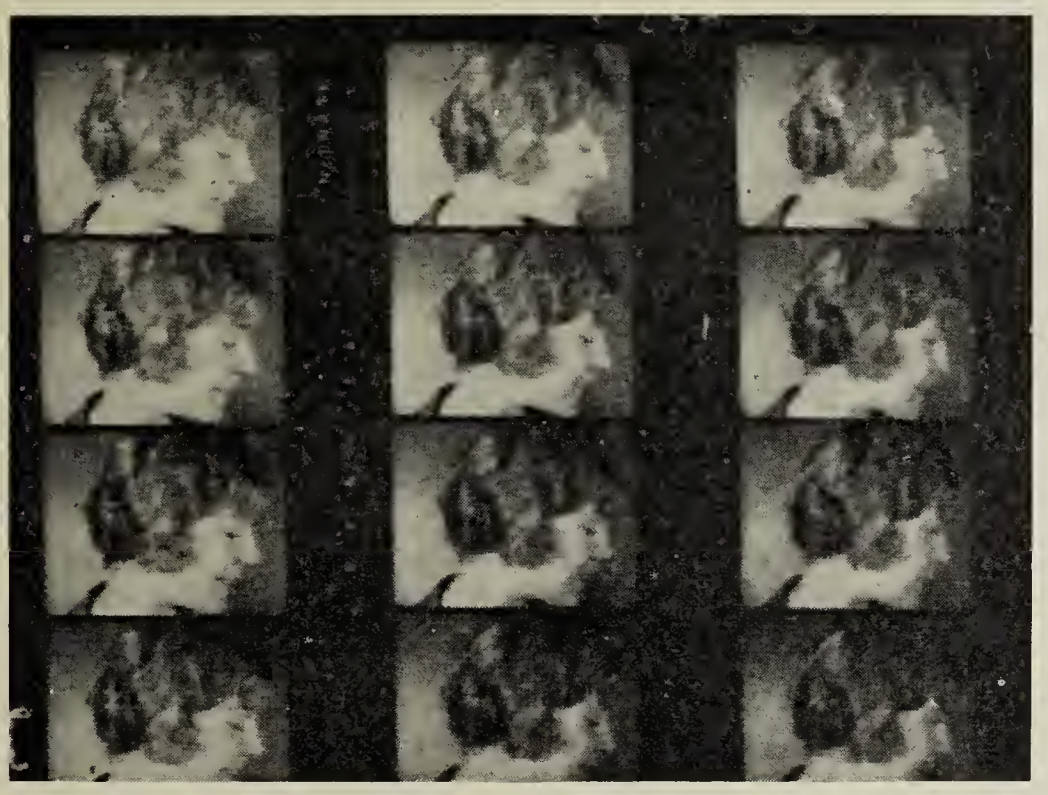
WRITE OR WIRE OUR NEAREST OFFICE

THE HANAPHONE COMPANY

By Exclusive Arrangement with
UTAH RADIO PRODUCTS COMPANY

FILM EXCH. BLDG. OMAHA, NEBR.

How Telephotograph Transmits Pictures



The above is a clip from the first motion picture film to be transmitted over telephone wires. The occasion was the stop made by Vilma Banky in Chicago on her way to Hollywood. Seven hours later the pictures were shown on a theatre screen in New York.

When a motion picture film of Vilma Banky was flashed over the wires from Chicago to New York the other day, and the smile of the Hungarian star appeared on the silver sheet of a New York theatre a few hours later, the process became a matter of interest.

The negative film after being photographed in Chicago was first developed, dried and then cut into strips 6 inches long. It was then placed, three strips at a time, between glass plates. These plates were re-photographed and a solid 5x7 positive film, resembling a "still" telephotographic film, placed on the sending machine in Chicago.

Telephotograph transmission is accomplished by producing an electric current proportional in intensity at all times to the shades of light in a picture, the film of which is moved transversely across a constant beam of light. The current in sending the Banky film was amplified and at the New York end converted back into a beam of light of proportional intensity, which acted on an ordinary sensitized film. The motors operating the respective sending and receiving equipments are driven by tuning forks which, combined with other apparatus, have the task of keeping the films perfectly synchronized throughout the transmission.

Both the sending and receiving machines have much the same appearance as Edison's original cylinder phonograph. From an aperture on one side comes a bright beam of light and this moves across the cylinder, on which the film is curved. Each transmission takes 7 minutes and all strips are numbered to insure continuity. It is said that pictures can be transmitted as easily from Los Angeles or San Francisco to New York as from Chicago or any other intermediate point.

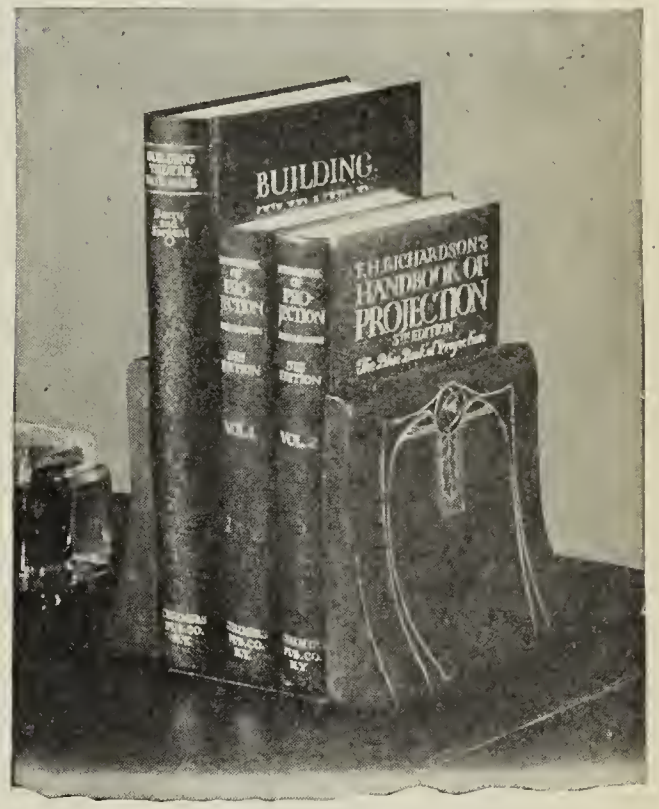
Many New Devices for Equipment of Theatres

New devices which map prove revolutionary in the theatre equipment field were announced at the Spring meeting of the Society of M. P. Engineers, which has been in session at Los Angeles.

Eastman Kodak is offering the Kodalite, a new reflector for use with incandescent lighting, and a self threading reel. Hertner Electric Co. announces an outfit for changing power to batteries in case of sudden shutting off of electric power. Fred Hoefner has developed a new camera tripod. William F. McLoughlin announces an automatic film splicing machine. Cooper-Hewitt Co. has a new combination neon and mercury vapor lamp. National Carbon Co. is producing panchromatic carbons and the Mole-Richardson Corp. new incandescent lamp fixtures. Mitchell Camera Corp. is offering new camera attachments.

The S. M. P. E. has elected George Eastman, Thomas A. Edison and F. E. Ives to honorary membership.

"EVERY SHOWMAN'S WORKING LIBRARY"



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A Projector in Perfect Shape Is First Assurance In Getting Better Prints

As part of its campaign to asure better prints, Consolidated Film Industries, of New York, has issued a booklet outlining the care of film from the exchange and theatre viewpoint. Following are some of the suggestions offered to theatre owners:

The film exhibitor should be the one most desirous of securing good prints and maintaining them in a like condition but it is a lamentable fact that only too often he allows his machines to become so badly worn before effecting repairs that much damage is done to the film, and very often causing considerable annoyance to the audience.

Projctors should at all times be kept in perfect operating condition. All worn parts should be promptly replaced. The mechanism should be carefully inspected each day. Oil should be applied daily to each oil hole, but sparingly. Too much oil is detrimental and is certain to reach the film and cause trouble.

The folowing items are the most important in good projection and should be given close attention:

Gate Tension

Avoid excessive spring tension in the gate or trap. The proper tension is the equivalent of a 16 oz. pull to draw the film from the gate when not engaged with sprocket. This tension, of course, should be evenly divided—8 ozs. on each side. A simple test is to split a small piece of film and place one-half of it in gate on right hand side. If tension is correct the film when held about 1½ inches above gate can be pushed down without bending. Repeat test on left hand side. Be sure to have equal tension on both sides.

Keep face of springs clean and tracks highly polished. When uneven or grooved, springs or tracks should be renewed.

Worn Sprockets Injurious

Badly worn or damaged sprockets are the source of much film mutilation. Examine sprockets carefully and often and test the same for proper alignment.

The function of guide rollers above the gate or trap is to guide the film down past the aperture to intermittent sprocket. When rollers are not properly lined up with sprocket, the sprocket holes strike the teeth off center, thus damaging the film. If rollers bind, ridges will develop on the flange and roughen the edge of film. It is important, therefore, to keep these rollers properly aligned and in good condition.

Friction Take-Up

This should be suficient to take up full reel. An excessive or uneven pull will cause damage to perforations and severe wear to sprocket teeth. Keep the spring properly adjusted, the discs true and unglazed, and absolutely free of oil.

Upper Magazine Shaft

The spring tension on upper magazine shaft must be watched closely, as too much tension causes too great a pull and consequent damage to the perforations. If set too loosely film will feed with a jerky motion. Keep just enough tension to feed evenly when reel is full. When properly adjusted, idlers should move freely from side to side without touching sprocket teeth. Set the idlers away from sprockets—the distance of slightly more than one thickness of film.

Intermittent Sprocket Shoes

The rounded corner of shoes should be set at the top. Keep tension just enough to cause film to hug the sprocket, but do not allow shoe to touch side of sprocket teeth.

Steadiness in projection is absolutely dependent on the proper amount of play between moving parts of intermittent. Adjustment is made by setting the eccentric so that intermittent fly wheel turns freely without any shake in the sprocket.

In conclusion, if the projectionists will heed the following suggestions much better projection will result and damage to film will be greatly lessened:

Details of Projection

Tighten all locknuts and setscrews after making adjustments.

Keep the upper magazine in proper alignment so that film will feed squarely under the idler roller.

Never reset a loop while projector is running, and never use too large a loop.

Frame the picture somewhat slowly and with an even movement.

Keep valve rollers clean and revolving freely.

Use oil only sparingly, but daily. One drop in each hole each day, except in the intermittent case, will bring about the best results.

Avoid the use of bent or otherwise damaged reels. Old reels are false economy.

Make careful and proper splices, using a standard make splicing machine.

Don't mutilate the film for signal purposes. Use a cue sheet. The use of tinfoil or wire for this purpose has caused many fires and damaged thousands of reels of film.

Above all else, examine and test carefully fire shutter several times each day.

Gardiner Branches Out In Projection Equipment

After 15 years of supplying exhibitors with screens, and building up a wide reputation in that line, the L. J. Gardiner Co., of Columbus, O., has extended its activities and has added projection equipment to its line. The equipment will be known as the L. J. Gardiner line.

Two years of experiment and research preceded the offering of Gardiner projection equipment, which will be sold under a guaranty of satisfaction. All sales will be made direct from the factory, and at a price said to be unusually low because the same sales and factory organizations will be used. Terms of 5 per cent off for cash, or one-third cash with order and the balance is six monthly payments, are offered.

Included in the Gardnier projection equipment line are the Gardiner reflector arc lamp, Gardiner tungar rectifier, Gardiner generators, steel booths, units and reel cabinets.

This company is the manufacturer of the Gardiner Velvet Gold Fibre screen, which is built in layers of pure metal leaf and is used extensively in motion picture theatres the world over.

General Electric Makes Radio Talking Pictures Designed for Home Use

Exhibitors in general are interested in the news that General Electric, Radio Corporation of America and Westinghouse Electric have made considerable progress in the development of radio talking films, as simple in operation as the ordinary radio set, which may be received in any home. It may be a development of intense interest to the entire picture industry.

The first experiment along these lines was recently conducted at Schenectady, N. Y., and is reported to have been successful, although the device is said to require further perfection. In this experiment radio talking pictures were broadcast to three different points in the city, one of them the home of E. W. Allen, vice-president of General Electric.

In the demonstration of these first "home television sets" engineers and newspaper men saw the moving images and heard the voices of a man and a woman transmitted from the General Electric laboratories several miles away. It is said that the curl of smoke from a cigarette and the flash of an eye were transmitted by the radio just as a picture unfolds on the screen. The first television set is said to be of simple construction, not unlike the ordinary phonograph cabinet in size and appearance.

Although the above experiment is regarded as successful, some doubt as to the practicability of television is cast by a statement from the Radio Manufacturers Assn., of New York, which declares that it will be five years before the device will be perfected. The statement points out that over-enthusiasm has permeated some of the statements regarding television, especially with regard to its commercial aspects and adaptibility in the home.

Demands Theatre Comfort

That the public is thoroughly sold on the idea of perfect theatre ventilation and atmospheric comfort is being stressed by the Lakeside company, of Hermansville, Mich., makers of Lakeside ventilators. New models are being introduced by this concern this year, which are being advertised for their low cost of installation and efficient operation. The claim is made that they provide perfect circulation, with a draftless, deflected current of air under such positive control that the air is changed every few minutes. The Lakeside comes ready for installation by unskilled labor, fits into small space and can be concealed from view.

Blizzard Fan Invented By Ingenious Exhibitor

By MAYER H. MONSKY

Blizzard Sales Company, Omaha, Nebr.

Without question or doubt Blizzard fans have served in the promotion of comfort for the theatre-goer for the last 20 years.

Originally this fan was made by a theatre owner, one who had the brains and originality of thinking out an invention that he realized to be necessary. The old adage of "Necessity is the Mother of Invention" holds good with the Blizzard ventilating and cooling system.

In the particular town in which he was located, he had to compete with another theatre. Even though both theatres in question were small, the principle is the same. After originating and making a cooling system that would take care of the comfort of his theatre-goers, it was not surprising when his opposition gave up the sponge and one morning left an A W. O. L. sign and never did return.

This happened about 20 years ago. Since then the Blizzard Manufacturing Co. has made various improvements and every improvement was made with the benefit of the theatre owner and the theatre-goer in mind. The Blizzard fan is now down to a point where it is without a doubt the quietest fan on the market; does more work—that is, pushes or pulls more air for the dollar than any other fan on the market. This is said without fear of contradiction—and above all it consumes less power to operate.

Mr. Largen, the manufacturer and patentee of the Blizzard fan, is still operating his theatre in order to keep in touch with the needs of his public, and the modern showman.

Necessity came into its own again when it came time to perfect a device that would deflect the air to every part of the house with an equal distribution, and necessity combined with his inventive skill brought forth the Blizzard adjustable five-way deflector.

At different seasons and times of the year, it became necessary to change the speed of the fan. The inventor of the Blizzard then decided that he could cooperate with other theatre-men by devising a pulley, where by the turn of a dial or the push of a button in the operators' booth or the managers' office at the front end of the house, he could change the speed of the fan underneath the stage. He worked on this for three years, and in the last six months tried and perfected it in his own place. He is now putting on the market the one and only variable, or rather multi-speed pulley, all working parts immersed in oil, which makes it absolutely foolproof. The name of this pulley is the Oilectric speed change pulley.

The showman of today can now install this inexpensive Oilectric speed change pulley on any system that he may have, and need not go through the theatre or different doors to get under the stage or up in the fly-loft to change the speed of his ventilating system. It is now at his finger tips.

There are three necessities of life—food, water and air. Food and water have been taken care of by state officials, city officials and doctors as long as we can remember. Air is now coming into its own, and the right thinking showman, and anyone catering to the public is supplying clean, fresh air.

More Exhibitors Are Taking Popcorn Profits

An increasing number of theatre owners are becoming interested in the extra profits to be made from the operation of a National-Peerless corn popper in connection with their theatres, according to a statement received from C. H. Rasmussen, manager of the National Sales & Mfg. Co., Des Moines, Ia.

Theatre men have used National-Peerless corn poppers for eleven years, Mr. Rasmussen says. The National-Peerless method of popping corn gives a unique popped-in flavor, it is said.

This year marks the introduction of cabinets finished in attractive pastel colors. Mr. Rasmussen believes that the attention value of their product is increased fully one hundred per cent by the new colored cabinets.

The company makes a complete line of all-electric, gas and gasoline operated corn poppers and a divided payment plan of purchase is offered to purchasers.

Is Your Theatre Lobby Worth $22,500.00?

The lobby of a theatre showing to 250 people daily equals an investment of $22,500.00 at 8 per cent when a Burch Popcorn Machine is installed.

Cash In On Your Lobby

You would not let $2,000.00 lie idle. Put your theatre lobby to work for you. Hundreds of operators will tell you how they doubled their income. Remember there is 400 per cent profit on sales from that Burch Popcorn Machine installation. Mail the coupon below for complete information and circulars.

Burch Manufacturing Co.

Popcorn Machines

1432 Wyandotte Kansas City, Mo.

MAIL THIS COUPON TODAY

Burch Manufacturing Co.,
1432 Wyandotte St., Kansas City, Mo.
Gentlemen:
Our average Picture Show attendance is _____. Tell us how much a Burch Machine would make us. Tell us about your easy terms.

Name _____

_____

_____

N-E-W-S B-R-I-E-F-S

A half million dollar yacht has been chartered by Paramount as a temporary floating hotel for Esther Ralston, Gary Cooper, the supporting players and staff of technical workers engaged in filming her new starring picture, "Half a Bride."

* * *

Neal Burns, Christie comedian, is the winner of the annual motion picture golf championship. He shot a par 70 on the Lakeside golf course at Hollywood, winning over Walter Hagen, professional golf champion now in motion pictures. Burns did the course in par, while Hagen, who played from scratch, did a 69 for lowest gross. Burns is one of the most proficient golfers in Hollywood, having twice won gold buttons for shooting a hole in one.

* * *

A series of two-reel comedies with all-colored casts, based on the stories by Octavus Roy Cohen, are being considered for production by Universal.

* * *

Universal will have to bargain for some of the original members of Ziegfield's "Showboat" cast, since there is a shortage of local Negro picture talent. Production on this picture is scheduled to start some time in May.

* * *

Metro-Goldwyn-Mayer has under contract at the present time nine stars, twenty-three featured players and twenty-three directors, nine of whom are on a picture-to-picture status.

* * *

Charlie Chaplin has added to his technical staff Henry Clive, artist, who also has been technical director for Syd Chaplin. It was during a sitting for a life-size portrait of the comedian that Clive was engaged as a member of Chaplin's studio organization. Henry Clive once played leading film roles opposite Maxine Elliot, Virginia Pearson, and Leah Baird.

* * *

While the camermen were photographing scenes for "All Bear," an Educational Curiósities feature, the two cub bears shown in the picture, became so playful and at times vicious that they damaged the camera by knocking it over three times and ruined a still camera.

* * *

Cecil B. DeMille's completion of "The Godless Girl" marks his fifty-fifth motion picture since he started his career as director in 1913 with "The Squaw Man." The Pathe producer has probably been personally identified with more outstanding successes than any director in the business.

* * *

Harold Lloyd's latest comedy, "Speedy," has smashed all existing box-office records for the Rivoli Theatre, New York City, over the week-end drawing $300 more for two days, Saturday and Sunday, than did the previous record holder, "Sadie Thompson." It also broke the attendance record for the midnight performance on Friday evening. On Saturday the picture grossed $9,764, and on Easter Sunday, $9,547.20.

* * *

Cecil B. DeMille has just entered the dairy business. Already he is a producer, director, banker, yachtsman, aviator, fisherman, rancher, and financier. A $265,000 project has been added to develop a new dairy industry in the Roosevelt irrigation district, twenty miles west of Phoenix, Ariz.

* * *

Apparently the name of Kelly means nothing in Germany. The title, "Has Anybody Here Seen Kelly" has been changed by Universal's German releasing outfit to "Hat Jemand Kleinen Kohn Gesehen?" All of which indicates that the "little Kohn" is the equivalent of the English Kelly.

* * *

First National Pictures, Inc., has paid out $47,000 this month, covering dividends on First Preferred 8 per cent stock of $2 per share. This was paid through the Equitable Trust company of New York. First National also sent checks to the holders of the second preferred "A" 7 per cent stock amounting to $14,886.90, to cover the quarterly dividend due at the rate of $1.75 per share and payable April 1.

* * *

Dolores Del Rio, in order to show her Hollywood friends the exact reproduction of a Mexican home, invited 100 famous stars and executives to attend a buffet supper and dance to inspect her new domicile, which is entirely Mexican in architecture.

* * *

Gladys McConnell has the distinction of being hostess at the first aerial breakfast party, incidentally the first hot meal served in the air.

* * *

James Montgomery Flagg, artist, is trying his hand at title writing, and will provide the captions for "The Yellow Lily," a First National production. Flagg will probably illustrate his captions. If he succeeds, First National will give him a contract, and he will make his home in Los Angeles.

* * *

Mary Pickford and Douglas Fairbanks will make a tour overseas for two months, starting May 5, when they will board an Italian liner out of New York.

* * *

The British income tax is sending Americans back. Reports are that American directors and high salaried players, do not care to work in England, because the government is taking 45 per cent of their weekly earnings for taxes. Under these circumstances, Americans claim that they would only be earning one-half, or less, than they do here.

* * *

Ludwig Berger, German film director brought here by Fox, will direct Pola Negri in her next and final feature under her contract with Paramount. The story has not been selected yet.

* * *

Polly Moran, under contract to M-G-M, is playing six different parts in as many productions, and at the same time. Until a year ago, Polly was satisfied with bits. She's been in demand by all directors on the M-G-M lot since playing in "The Callahans and Murphys."

* * *

The second annual film board convention will be attended by 85 to 100 secretaries, May 21 to 24 in Hollywood.

* * *

M-G-M's South Seas troupe, in Tahiti for several months making "Under Southern Skies," returns this month to finish the picture. The sudden return is caused by boat schedules, the troupe having to lay over six weeks if the boat is missed.

* * *

"Prep and Pep" is the title for a forthcoming Fox production, featuring David Rollins. William Counselman is preparing the story which is to have a military school background. David Butler will direct the picture.

PICTURE NEWS *Told in Pictures*

Shirley Mason heads the list of Columbia fun-makers in "The Wife's Relations." Gaston Glass portrays the penniless inventor who marries an heiress and then refuses to be supported by her family. Ben Turpin, Flora Finch, Lionel Belmore, Arthur Rankin and Armand Kaliz are in the cast.

As easy to look at as to say is Betty Boyd, featured in Mermaid Comedies by Educational.

Talent, loveliness and about everything else desirable are the assets of this pair of sisters, daughters of one of the screen's first stars. They are one of the few pairs of sisters in filmdom, which includes the Talmadges, Viola Dana and her sister, Shirley Mason. The pair above are Dolores and Helene Costello.

An ingratiating portrait for Dorothy Devore, who so often is posed in costume. Hers are starring roles in Educational comedies designated Devore.

Belle Bennett, at the right, is easily one of the screen's great players. Her first great opportunity came in "Stella Dallas," and since then fortunate is the picture in which she appears. Her latest release is the Columbia Pictures' production, "The Sporting Age," in which she is supported by Holmes Herbert, Carroll Nye and Josephine Borio.

Unusual Exploitation At Criterion, Okla. City

Several exploitation stunts of unusual merit drew the largest crowds ever to attend a Harold Lloyd picture at the Criterion Theatre in Oklahoma City, during the showing of Lloyd's newest Paramount release, "Speedy," which played at the theatre beginning April 7. Pat McGee, manager of the Publix house, has become known throughout the state as adept at throwing unique and attention getting stunts, but never has he followed a series so consistently and rapidly, and with quite the success attending the "Speedy" stunts.

Several weeks before the appearance of the picture McGee became liberal in the established publicity lines and followed this up with a stunt that set the whole state agog. Prior to the picture a large bulletin board was placed in the foyer of the Criterion with changeable white numerals announcing the number of days until "Speedy hits Town." Then Harold Lloyd's head was painted by Basil Lowery, Criterion artist, on a large piece of canvas 30 feet square, probably the largest portrait ever used in the exploitation of a motion picture. The head measures 25 feet from chin to crown, and is a perfect likeness of Harold's well-known features.

Under the direction of Lloyd Smith, stage manager, the canvas was hung above the marquee, where it covered a large portion of the entire front of the building, and as the rising sun shot its rays into the sky the workers anchored the canvas and stood away to watch the effect. Crowds of people stopped and marvelled at Harold Lloyd's "big head."

This would have been quite an event within itself, but to further announce to the world that "Speedy had hit town," two power speakers of the public announcement type were placed at each corner of the marquee and connected to a phonograph which played the Okeh laughing record. The effect was startling. As the speakers make the laughter plainly audible for several blocks in all directions of the theatre everyone who heard it immediately laughed, and having laughed they were prepared to see a good show, and as a result most of them saw "Speedy." The majority thought the laughter was being relayed from the theatre auditorium where the early birds were seeing "Speedy."

A 30-foot square canvas, on which was painted Harold Lloyd's well known physiognomy, hung across the front of the Criterion. Also note the amplifyers at the ends of the marquee.

Members of the Oklahoma M. P. T. O. who were in town for the convention spent much of their spare time taking notes on the various stunts used. A little difficulty was experienced with police headquarters when merchants near the theatre complained of the loud laughter; saying that it kept the customers outside, or brought them into the theatre, and it was necessary for McGee to reduce the power greatly. By that time the effect had been secured, and the stunt was used the entire week.

An announcement in the form of an extra edition printed on the School Safety News letterheads was given of 10 prizes to be awarded to school children from the third to the eighth grades inclusive for the best essay on "Why We Should Not Be 'Speedy.'" A prize of $10 was offered for the best essay from any of the grades and a $2 prize was awarded to the winner in each grade. Two more prizes, a month's pass to the Criterion and a two weeks' pass were also given.

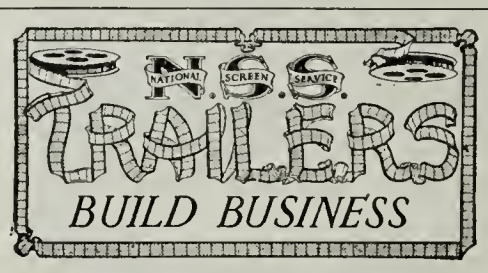
This Opening Flash Brings Patrons Back

An effective opening flash for Universal's serial, "Blake of Scotland Yard," is the huge lock placed over the box office of the Cameo Theatre, San Francisco. The lock is 8 feet high and painted in gold bronze. This lock has real selilng value, due to its size and its conspicuous position.

It is placed in front of the box office every Sunday and Monday during the showing of the twelve episodes. At the end of the two day's run, it is taken inside the foyer and the number of the next episode is attached together with the new chapter title. A stock 24-sheet is neatly mounted in the background.

As every exhibitor knows, the trick is to get patrons to the first chapter of a serial; if the serial is good, the remaining chapters take care of themselves.

Joe Weil and Paul Gulick are collaborating on a motion picture farce comedy dealing with the speculative frenzy now sweeping the country. They have titled it "Wall Street."



They read for 2 blocks!
for Lobby, Marquise or Shipping
Painted on any attraction, in four flashy rainproof colors on heavy poster paper any size up to 3 ft. by 10 ft., 12-word limit. 10c extra for air-brushing. Slight extra charge for additional copy. Prices do not include postage. Write for prices on other sizes on paper or muslin.
new
50¢
BANNERS
24 HOUR SERVICE
THEATRICAL POSTER CO.
845 SO. WABASH AVE
Chicago, Ill.

The PICTURE GUIDE

Little Tips on New Pictures

The Shield of Honor

Distributed by Universal.

Star: Neil Hamilton.

Support: Dorothy Gulliver, Ralph Lewis.

Type: Police melodrama.

Time: Present.

Locale: Los Angeles.

Length: 6 reels.

Synopsis: A celebration is given in the honor of Dan McDowell, veteran police officer, and his son, Jack, who is to be the first flying officer on the force. As Gwen O'Day, daughter of a wealthy jeweler, christens the new plane, Jack becomes interested in her and they fall in love. Shortly after the celebration, O'Day asks Jack to assist him in solving the disappearance of numerous diamonds which his customers have been losing. Dan McDowell, in the meantime, has his sixty-fifty birthday, and is retired from the force, but O'Day gives him a night watchman's job in his store. Jack and his father work together on the case, and as clues are slowly gathered, suspicion falls on Robert Chandler, O'Day's business advisor, who it is later learned is the secret leader of a gang of diamond thieves. Jack succeeds in trapping the crook with the goods, and after exciting adventures, including an airplane race and air fighting, both lovers find themselves in each other's arms.

Highlights: The actual inside workings of a metropolitan police force, the airplane race, the aerial fight.

The Chorus Kid

Distributed by Gotham.

Star: Virginia Brown Faire.

Support: Bryant Washburn, Thelma Hill.

Type: Romance-drama.

Time: Present.

Locale: An American city.

Length: 6 reels.

Synopsis: Beatrice Brown is a 22-year-old member of the ensemble at the Gaiety Theatre. She observes Powell, president of the Beverly Oil Co., with a curious interest; and upon hearing him make reference to a daughter at a boarding school, decides to live the life she missed in her earlier youth—to be a kid again. Powell's daughter, Peggy and Beatrice board at the same school. The two become great chums, Beatrice masquerading as Sally May, 17 years of age. But when Powell learns through Mrs. Garrett, a worldly woman with designs on the Powell name, that she is harboring an ex-chorus girl, masquerading as a 17-year miss, he is outraged. All ends well when Powell begs his forgiveness for his outburst. Peggy is married to Jimmy, the son of Mrs. Garrett.

Highlights: The crash after wild party, the chorus girl scenes, the masquerading of Beatrice at boarding school, the storm.

The House of Scandal

Distributed by Tiffany.

Star: Dorothy Sebastian.

Support: Harry Murray.

Type: Police drama.

Time: Present.

Locale: An American city.

Length: 6 reels.

Synopsis: Pat Regan of the police force meets his brother, Danny, who came to America from England. Danny puts on Pat's uniform to see how he would look. There is a crash outside and Danny rushes out to the scene of an accident where he is taken for a real officer and is obliged to take home an injured girl, Anne. He promises to call the next day. Anne is in a crook gang, preying on society. The next day the gang is arranging a crooked deal on some pearls and during the course of the meeting, Danny realizes that the girl is a crook but cannot believe that she is in the gang by choice. He is shot by the gang. Anne, who has now come to love Danny, gives herself up and returns the pearls. When she comes from prison, Danny is awaiting her in the uniform of a real policeman.

Highlights: The fight with the gang, the accident.

Seeking Employment?

Your ad in our Classified Section will be read by many thousands of theatre owners and managers.

Easy Come, Easy Go

Distributed by Paramount.

Star: Richard Dix.

Support: Nancy Carroll.

Type: Comedy Drama.

Time: Present.

Locale: An American city.

Length: 6 reels.

Synopsis: Robert Parker loses his job, and, while searching for another position, gets his first glimpse of Babs Quayle, but she disappears before he is able to meet her. Parker's life is saved by Jim Bailey, veteran crook, and, in gratitude, Parker agrees to drive Bailey to the railroad station. Parker does not know that, in the bag carried by Bailey, is $100,000 which Bailey has stolen from the bank of which the girl's father is president. The two men make the train by a narrow margin. The girl and her father are also on the train, bound for a sanitarium for a rest. Bailey attaches himself to the banker's party and Parker, who has learned of the stolen money, is forced to go along, hoping to recover the money and return it. Parker's attempts to return the money, the interference of Bailey and the refusal of the girl's father to believe his stories of the robbery, provide a long series of humorous situations. Parker finally effects the recovery of the money, wins the girl and Bailey makes his escape.

Highlights: The complicated situations.

Sam Sax Signs Carmel Myers for Gotham Films

Gotham contracts have been made during the past two weeks with Noah Beery, Mrs. Wallace Reid and Alma Reubens. Now comes an announcement from Sax, president of the company, that he has signed Carmel Myers to appear in two pictures.

The stories have already been selected. The first is "The Modern Sappho" by Seville Dorian, and concerns a woman who is determined to take love and then forget it. More specifically, it is a drama of the modern woman and where she is drifting today. The second story will be "The Girl From the Argentine."

Opposite Esther Ralston

James Hall has been assigned to the male lead in Esther Ralston's next production for Paramount, "Sawdust Paradise." Miss Ralston will play a girl evangelist in the new picture.

SHORT SUBJECTS

Spice of the Box Office

Edison, Marconi & Co.

M-G-M—Two Reels

Here we have Our Gang in a swiftly moving comedy. As the name indicates the gang has acquired an inventive urge and the result is the queerest looking motor car on the screen. It has the lines of a submarine and all the comforts of home within. The car is completed and Wheezer takes the wheel and drives at break-neck speed through the thickest of traffic, while the gang, with heads through the port hole, await a disastrous crash. A motor cop stops the youths and while he is writing a ticket, Wheezer drives off and the chase continues. The gang is supplied with good material.

The Finishing Touch

M-G-M—Two Reels

A slapstick affair in which Stan Laurel and Oliver Hardy provide their usual comedy. The story concerns a contractor who is under contract to complete a residence within a certain time limit but labor difficulties arise and his workmen quit. Along comes Stan and Hardy who promise to finish the house on schedule time with the agreement that they receive a bonus. They get to work on the place and their efforts provide many laughs. A protest comes from a sanitorium across the street where the patients threaten to leave if the noise doesn't stop. The house is finished and the owner arrives to look the place over. Then things begin to happen. First the chimney caves in and piece by piece the house falls apart.

Nicknames

Educational—One Reel

This Hodge Podge concerns the nicknames of the various states of the union. As each state is mentioned scenes are shown of its various industries and products.

Circus Blues

Educational—Two Reels

Dorothy Devore is the mistreated young sister in this two-reeler. Her two sisters are jealous of her good looks and get furious when the boy friends pay most of their attention to Dorothy. At last they lock her in her room and take her clothes away from her. But Dorothy steals some from a second hand dealer and escapes to the circus which is in town. She is hired by the strong man who makes her carry heavy weights, and between this work and dodging the clothes dealer who is in pursuit, Dorothy has a pretty tough time of things, until the strong man takes her in his arms for protection.

Married Bachelors

Universal—Two Reels.

Puffy is urged by two other tired husbands to go fishing, but protests that his wife won't let him. A plot is laid to fool his wife. He throws a fit and calls his own doctor, one of the husbands in disguise, who recommends mountain air and agrees to take him to the mountains himself. The other husband, disguised as an ambulance driver, comes in and helps carry Puffy out. They all arrive at Hook Line Lodge, where they forget the fish when they see the women. Puffy's suitcase opens, revealing contraband alcohol. A detective follows him upstairs, but he hides under water in the bathtub. The three deserted wives, informed by Puffy's stenographer of their husbands' treachery, arrive at the lodge and create bedlam until the men are properly harnessed.

"Virgin Queen" Completed

Camera work has been completed on "The Virgin Queen," fifth of the series of six Great Events pictures for M-G-M. This two-reel Technicolor production is the story of Queen Elizabeth and Sir Walter Raleigh. Its release is set for May 12. Aileen Manning enacts the role of Queen Elizabeth in "The Virgin Queen," while Forrest Stanley is seen in the role of Sir Walter Raleigh.

18 Regional Editions For Paramount News

Emanuel Cohen, editor of Paramount News, has announced the operation of 18 regional editions, located at strategic points throughout the country. The permanent regional editions are released twice a week on the same days as the national edition and are attached to the national edition at the Paramount exchange in the city in which the regional is printed.

The New England edition printed at Boston includes Maine; the Southern edition printed at Atlanta includes Charlotte and Jacksonville; the Southwestern edition printed at Dallas includes San Antonio; the Central edition printed at Cincinnati includes Columbus; the Midwestern edition printed at Chicago includes Milwaukee; the Golden Gate edition is printed at San Francisco; the Pacific edition is printed at Los Angeles; the Tri-State edition is printed at Philadelphia, and the Wolverine edition printed at Detroit.

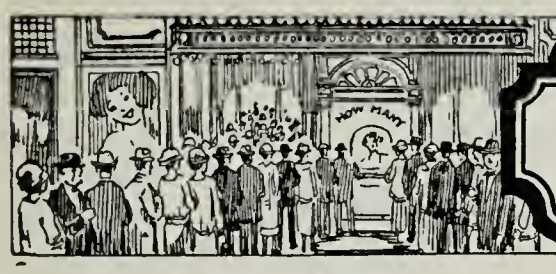
The nine occasional regional editions are as follows: Gulf States edition printed at New Orleans; Great Lakes edition printed at Cleveland; Missouri Valley edition printed at Kansas City; Mississippi edition printed at St. Louis; Rocky Mountain edition printed at Denver; Northwest edition printed at Seattle; Twin City edition printed at Minneapolis; Sioux edition printed at Des Moines; Corn Belt edition printed at Omaha.

Nine Productions Now On At Paramount Lot

Nine motion pictures are in production at the Paramount studios in Hollywood, with three others to start immediately. Approximately 2,000 workers are now employed in acting, technical and hand-labor groups.

Chief among the pictures being filmed is the Ernst Lubitsch production "The Patriot," from the stage play of the same name. Emil Jannings is being starred in this special. Others in the making are: "Warming Up," a baseball story starring Richard Dix; "The Drag Net," a police-underworld story starring George Bancroft; "Half a Bride," an Arthur Stringer story starring Esther Ralston; "The Magnificent Flirt," starring Florence Vidor; "The Fifty-Fifty Girl," starring Bebe Daniels supported by James Hall; "Fools For Luck," a comedy featuring W. C. Fields and Chester Conklin; "The Vanishing Pioneer," a Zane Grey Western featuring Jack Holt, and an untitled comedy starring Wallace Beery and Raymond Hatton.

Pictures to be started within a few days are "Ladies of the Mob," starring Clara Bow, "The Wheel of Life," co-starring Fay Wray and Gary Cooper, and a Bebe Daniels picture, "The News Reel Girl," tentative title.



BOX-OFFICE REPORTS

COLUMBIA

Sally in Our Alley, Shirley Mason.—Excellent picture. Titles exceptionally good. Patrons unanimous in approval. All characters exceptionally portrayed. Good entertainment. More like this one, and there would be less need for poor presentations. Print good.—Ed Zeyen, Zaring, Indianapolis, Ind.

Isle of Forgotten Women, Conway Tearle.—A very interesting subject and one that our audiences thoroughly enjoyed, if one may judge from the applause at the conclusion of the showings. Print good.—Harry M. Palmer, Starland, Anderson, Ind.

The Warning, Jack Holt.—Oh boy! What a box-office wallop this boy Holt possesses. Brings back memories of those days when Bill Hart's name hung outside the lobby meant plenty of business. Here is a picture that is every inch a real production, and it's no wonder that Paramount changed their minds about Jack and put him on the payroll. This picture and "The Tigress" sure give Jack a chance to prove that he can make real pictures even when off the Paramount payroll.—Harry M. Palmer, Starland, Anderson, Ind.

The College Hero, Robert Agnew.—Seemed to please. Good cast; good story; good photography; print excellent.—R. G. Hesseldenz, Uptown, Indianapolis, Ind.

Alias the Lone Wolf, Bert Lytell.—Good picture.—Joe Brokaw, Brokaw, Angola, Ind.

The Blood Ship, Hobart Bosworth.—A good picture.—Manager, Empire, Milan, Ind.

The Tigress, Jack Holt.—Excellent picture; print good.—Manager, Gayety, Bluffton, Ind.

The Blood Ship, Hobart Bosworth.—Good picture; print good.—H. Kornblum, Rosedale, Evansville, Ind.

The Kid Sister, Marguerite De La Motte.—People liked it. Print good.—C. M. Walters, Gem, North Manchester, Ind.

Pleasure Before Business, Max Davidson.—Good picture; patrons pleased.—Robert Stoudt, Lyric, Remington, Ind.

FIRST NATIONAL

The Gorilla, Charles Murray.—Good comedy and mystery. Patrons were well pleased.—Bert Silver, Silver Family, Greenville, Mich.

The Splendid Road, Anna Q. Nilsson.—Heard many favorable comments after the show.—David Strazzer, Lyceum, Manchester, Mo.

FOX

What Price Glory, All Star.—Good picture. Spent plenty of money for advertising to draw crowd first night; not so good second night—probably due to raised admission price.—Rudolf Duba, Royal, Kimball, S. D.

METRO-GOLDWYN

Ben Hur, Ramon Novarro.—I believe it to be the greatest picture ever produced. Every theatre should run it.—E. J. Williams, Tivoli, Knoxville, Ill.

The Waning Sex, All Star.—A pleasing comedy drama. Every one praised it. It is a fine clean picture.—Phillip Rand, Rex, Salmon, Idaho.

PARAMOUNT

We're All Gamblers, Thomas Meighan.—Just fair. Cast good.—Mrs. Hulda J. Green, Gem, Greenriver, Utah.

TIFFANY-STAHL

Wild Geese, All Star.—If you are looking for a big picture, book this one.—Oscar Wesley, Colonial, Gillespie, Ill.

Women's Wares, Evelyn Brent.—Here's a lot of entertainment, and we all enjoyed it.—Mrs. A. B. Woodyatt, Bio, Moline, Ill.

UNITED ARTISTS

Sorrell and Son, H. B. Warner.—Don't be afraid to advertise this one, for it's worth all you can say about it. A dandy picture for every member of the family.—John L. Damm, Strand, Wadsworth, Ohio.

SELL

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Fourteen thousand five hundred, showmen, theatre owners and managers become your prospects when your ad appears in the Clearing House section of this paper.
"14 cash buyers answered—I sold to the second party—!" says one advertiser.

UNIVERSAL

Put 'Em Up, Fred Humes.—The best Western we have had in many moons. There wasn't a large crowd, but they were pleased.—Roy E. Mitchell, Plainview, Plainview, Texas.

WARNER BROS.

The Missing Link, Syd Chaplin.—Well named for there was something missing through the picture which proved a flop for me.—E. T. Dunlap, Dunlap, Hawarden, Iowa.

Jaws of Steel, Rin-Tin-Tin.—A good dog picture; certainly brought the crowds.—F. E. Sabin, Majestic, Eureka, Mont.

STATE RIGHTS

The Fireman, Charlie Chaplin.—Funny about these Chaplin reissues. The movie public takes to them like a duck to water. In fact the writer thoroughly enjoyed this Chaplin comedy. Not only does it bring back memories of days gone by, but it really shows how much Chaplin was ahead of the times with his style of humor. Print good.—Harry M. Palmer, Riviera, Anderson, Ind.

The Transcontinental Limited, Johnny Walker.—A dandy picture, good story; pleased patrons.—L. P. Fitzgerald, Gem, Nickerson, Kas.

Heroes of the Wild, Jack Hoxie.—Played this one two days, Sunday and Monday to big business.—C. R. Gregg, Maple, Kansas City, Mo.

Heroes of the Wild, Jack Hoxie.—The best serial I have ever run at my theatre, and recommend this serial to every live wire exhibitor; a sure help for the box-office.—W. P. Bernfield, Library Hall, Wathena, Kas.

Re-Sign Barbara Kent

Barbara Kent, Universal ingenue, seen recently in "The Small Bachelor," "The Lone Eagle," "That's My Daddy," and "Stop that Man," has been re-signed by Universal. She is now completing the leading feminine role in "Lonesome."

Buy "Show Girl" Rights

Richard A. Rowland, general and production manager of First National, announces that the company has bought the world motion picture rights to "Show Girl," the serial by J. P. McAvoy now appearing in Liberty. McAvoy has had a number of plays produced. One was "God Loves Us," which the Actors' Theatre did and the musical comedy, "Americana."

The CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

EQUIPMENT FOR SALE

Satisfaction guaranteed. Rebuilt Powers Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE: Fancy theatre frames for all purposes. Globe Theatre, 13th and Walnut, Kansas City, Mo. P1t 4-21

BUTTER KIST Popcorn Machine. A-1 condition. Very reasonable. Byron Abel, Elkader, Iowa. P1t-4-21-28

AT HALF PRICE:153 heavy, new, 5-ply opera chairs, 19 inches wide, American walnut finish, now in Bell Theatre, Madisonville, Ky.; used 100 days; cost $3.20 each; will take $1.60 each. Guaranteed like new. Sam Lears, 3759 Pinegrove Ave., Chicago, Ill. P1t-4-21

FOR SALE: Reproduco pipe organ, good as new, used little over a year with 35 rolls of music. Price $1,550.00, half cash, rest on monthly payments to suit buyer. Reason for selling no fault of organ. R. M. Bernau, King Theatre, Ida Grove, Ia. P2t-4-28

MOTION PICTURE MACHINES—Rebuilt and guaranteed Powers 6-A, Powers 6-B and Simplex, $275 and up. Large stock to select from. ERKER BROS., 610 Olive St., St. Louis, Mo. C8t-6-2-28

100 HEAVY 5-ply opera chairs, at $100. Write 370 New Orpheum Bldg., Sioux City, Ia. P1t-4-14

FOR SALE—Holmes Portable used weekly about 8 months. Good condition. Cost $340. Will sell $200. Geo. W. Anderson, Ignacio, Colorado. P1t-4-14

EQUIPMENT WANTED

SHIP us your second hand Powers, Simplex, Motiograph, Royal, Edison, Holmes, Acme, DeVry. Cameras, Spotlights, Generators. Any theatre equipment. We pay highest spot cash prices. Monarch Theatre Supply Co., Memphis, Tenn. Ctf

WANTED: 160 used theatre seats. C. C. Cassady, Cloverdale, Ind. Pt1-4-21

MISCELLANEOUS

BEAUTIFUL registered Bull Pups, $15. Bulldogs. 501 Rockwood, Dallas, Texas. P13t—5-26-28

QUICK SALE—Westerns, Features, Comedies, North Star Film Exchange, 434 Lewis St., Shakopee, Minn. P1t-4-14

BIG FEATURES, Westerns, Comedies, Scenics and News, Serials. We buy sell and exchange. Lists free. National Equipment Co., 409 West Michigan St., Duluth, Minn. P1t-4-21-28

WE PAY CASH for used advertising, also SELL at one-third your present cost. GIVE us trial order. Write for particulars. THEATRE ADVERTISING SUPPLY CO., 244 West Fayette St., Syracuse, N. Y. P3t 4-21-28

POSITION WANTED

SUCCESSFUL Theatre manager of many years experience at liberty. Knows projection and equipment. Experienced in vaudeville and pictures. Wants managerial position. Might buy part interest. Fred Cosman, 807 W. 24th St., Oklahoma City, Okla. Nc-4-14

THEATRE ORGANIST: Experienced, references, library. University training, play both popular and classical. Union. Address Eva C. Williams, Roachdale, Ind. P1t-4-21

THEATRES FOR SALE

FOR SALE: Picture Show in county seat town of 3,000. Price $3,000.00 Could give some terms. If you haven't some money, do not answer this ad. Palace Theatre, Pearsall, Tex. P1t-4-21

FOR SALE OR LEASE—Berkley Theatre, Berkley, Mich, Detroit suburb. 400 seats. Only theatre in town of 4000. Call Royal Oak, 704-W evenings. P1t 4-21-28

FOR SALE: 200 seat theatre in progressive town of 700. 2 machines. Opportunity for circuit. Price $600. W. T. Care Associated Publications, 338 Glover Bldg., Kansas City, Mo. P1t-4-21

FOR SALE: Theatre in central Mich. Building and equipment. Town of 3,000 population. The only show. Seven nights. Address Box 102, Care Associated Publications, 338 Glover Bldg., Kansas City, Mo. P1t 4-21

THEATRE BUILDING and modern equipment. town of 3,000. Paying good profit and priced reasonable. E. F. Keith, Gorman, Texas. P3t-4-28-28

THEATRES WANTED

PAYING Theatre Wanted. Give details. Box 40, Associated Publications, Glover Bldg., Kansas City, Mo. P3t 4-14

GOING REAL ESTATE and Loan Insurance business in University town to trade for good picture show Eastern Kansas, Central or Western Missouri. Box 158 Ottawa, Kansas. P1t-4-14

Here is your Handy "Ad Order" Blank

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Kansas City, Mo.

(Send Cash With Order)

Kindly insert the following want ad_____times in your "CLEARING HOUSE" Section.

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only **8**C *a word*

To reach practically all of the motion picture theatre owners in Michigan, Ohio, Illinois, Indiana, Iowa, Missouri, Kansas, Nebraska, Oklahoma, Colorado, Texas, Idaho, Montana, Utah, Arkansas, Tennessee, Kentucky, New Mexico, Louisiana and Mississippi.

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You will remember your first ride in an automobile and the day you watched your first airplane take off—for Orchestraphone is another just such breath-taking step into tomorrow.

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This book is free. It tells all about the *Orchestraphone*. How it works. What it will do.

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National Service comprises everything in the way of supplies and equipment from a thumb tack to a pipe organ. Ask us how we furnish and finance complete equipment on the *One-Contract Plan*.

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CORINNE GRIFFITH *in*
"The Garden of Eden"

CHARLIE CHAPLIN *in*
"The Circus"
"The Gold Rush"

DOUGLAS FAIRBANKS *in*
"The Gaucho"
"The Black Pirate"

D. W. GRIFFITH'S
"Drums of Love"

JOHN BARRYMORE *in*
"Tempest"
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Samuel Goldwyn presents
RONALD COLMAN *and*
VILMA BANKY *in*
"Two Lovers"
"The Magic Flame"
"The Night of Love"
"The Winning of
Barbara Worth"

GILDA GRAY *in*
"The Devil Dancer"

HENRY KING'S
"Stella Dallas"

BUSTER KEATON *in*
"Steamboat Bill Jr."
"College"
"The General"

DOLORES DEL RIO *in*
"Ramona"
"Resurrection"

HERBERT BRENON'S
"Sorrell & Son"

"TWO
ARABIAN
KNIGHTS"
with William Boyd, Mary Astor
Louis Wolheim

DUNCAN SISTERS *in*
"Topsy and Eva"

GIVE YOUR PATRONS WHAT THEY WANT

and watch the money flow in

Satisfied customers mean bigger box-office receipts.

Here are the greatest pictures of the screen's foremost stars and producers — pictures your patrons know about — pictures that will bring them in and make them come back for more. PICTURES YOUR PATRONS WANT!

Every theatre man, in small towns and large, must use the best pictures he can get, if he wants Profits.

And even though these are the screen's outstanding attractions —*the prices* make it possible for every theatre, small and large, to show them.

The Best Is Always The Best— Book Now!

UNITED ARTISTS PICTURES

Business Builders for Bigger Box-Offices

UNITED ARTISTS CORPORATION

1508 Davenport St., Omaha, Neb.

MOVIEAGE

Volume VI — OMAHA, NEBR., APRIL 28, 1928 — Number 23

Throw *it Away—*

NO RED INK!

THE BIG MONEY PRODUCT OF COMING WEEKS!

RAMON NOVARRO
Across to Singapore

LON CHANEY
Laugh Clown Laugh

NORMA SHEARER
The Actress

DANE-ARTHUR
Circus Rookies
Detectives

SYD CHAPLIN
Skirts

Diamond Handcuffs

JOHN GILBERT
The Cossacks

Mlle. from Armentieres

WILLIAM HAINES
Telling The World

and More! More! More!

There's never any need for Red Ink when you're an M-G-M Showman

THE RICH get **RICHER WHEN** they **PLAY**

EXTRA!
Diamond Handcuffs
is sensation in preview
by West Coast Theatres

METRO-GOLDWYN-MAYER

THE METRO-GOLDWYN-MAYER LION — THE GREATEST STAR ON THE SCREEN

TO THE BANK! TO THE BANK!

A Business Magazine
for the Film Trade in Iowa and Nebraska

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Mr. Advertising Manager

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And You'll win Greater Sales!

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FILM TRADE TOPICS
MOVIE AGE
The REEL JOURNAL
EXHIBITORS' TRIBUNE
MOTION PICTURE DIGEST
MICHIGAN FILM REVIEW
The OHIO SHOWMAN
MOTION PICTURE TIMES
NEW ENGLAND FILM NEWS
EXHIBITORS' FORUM

EDITORIAL COMMENT

Where the Trouble Lies

EVERYWHERE we hear the complaint, from theatre managers, from exchangemen, and in fact from most everyone connected with the business, that "business is not what it ought to be." Producing and distributing companies are going through the pains of paring expenses and departments have been undergoing shake-ups in an effort to locate and correct the trouble. All of this hubbub and commotion within the industry has been going on for quite some time, more particularly among the larger chain theatre and distributing organizations, but so far as we have been able to observe, none of them have been able to decide just what or where the trouble is.

In observing the situation from the "side lines," as it were, it appears to us that there is really nothing the matter with business at all. The financial condition of the country was never better. The country is full of money. Labor is making higher wages than it did during the peak period of the war. Employment conditions in most sections of the country are very near to normal. The public has the money in its pockets to spend, but instead of spending it for amusement in theatres is spending it for entertainment along other lines. The real question to be decided, it seems to us, is, why has the public turned from the theatre to other things?

The answer, we believe, is simple. The public is rather finicky about what it spends its money for in the way of entertainment, as well as the way in which it is dished up to them. The wise showman has made it an important duty to learn what types of pictures his patrons like best; he has not tried to "feed" society dramas to lovers of westerns. He has also selected the types of short subjects they like and has accompanied his programs with good music.

Active management by the manager himself has in many houses absented itself. The personal touch, particularly in the smaller theatres, is a great essential to patrons' good will. Over-courteous ushers and attendants many times are overbearing rather than helpful.

You can't sell them something they don't want and get away with it for long. If you go into an eating place and order ham hocks and sauer kraut, you are going to be mighty displeased, if the waitress attempts to substitute stewed prunes and ginger snaps. And that, we think is very much the way the public feels about the manner in which many of the present day theatres are operated.

* * * *

You Can Fool 'Em Only Once

WHEN an exhibitor plays a picture that is a good attraction and he under advertises it, he loses money on the showing of that particular picture. But when he has a fair picture and over sells it to his public, he loses good will and patronage that will far exceed his one time gain.

We were recently "hooked in" to a suburban first run by its newspaper advertisement on a certain picture. The ad copy led us to believe that here was one of the greatest comedies of the year. We were in the mood for comedy entertainment and fell hard. Perhaps we should not have taken this theatre's advertising so seriously and have expected it to be telling somewhere near the truth. But it is a comparatively new house and a new house should think more of its good will. Perhaps we expected too much. But who wouldn't expect at least three or four good laughs from copy such as this:

LAFFS — GIGGLES — CHUCKLES
A Laugh Festival!
If you can stop laughing at this one,
your case is hopeless.
Just one big laugh after another!

The picture was far from even mediocre entertainment. And as far as being a comedy—maybe we're becoming hard to please—we didn't even get one laugh out of it. From remarks heard among the audience it's going to take an awful lot to bring some of those patrons back.

Before making such extravagant statements about a picture as this exhibitor did about this particular picture, one should screen it first and be sure he is not overselling. In this particular case, we know the exhibitor saw the picture before he bought it and he should use better judgment in his advertising in the future.

MEMBER OF THE FILM GROUP ASSOCIATED PUBLICATIONS

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St., Omaha, Neb.
Telephone—Harney 1285

E. P. SMITH
Des Moines Manager
1517 42nd St.—Phone Dr. 2386

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New National Manager Is Named; Des Moines Office Will Be Discontinued

J. B. Schuyler, former salesman in the Detroit territory, has been named as manager of the National Theatre Supply company branch at Omaha, succeeding Art Thiele who will be retained as assistant manager, according to an announcement made recently from the home office in Chicago. Walter Renze, who has been for some time with the Minneapolis branch, will be connected with the Omaha office as sales representative. Joe O'Neill, formerly office manager, has been sent to the Detroit branch in the same position.

The Des Moines branch, as such, is discontinued and combined with the Omaha branch. Office will be maintained in Des Moines, however. R. G. Faulds will be in charge and will continue to give exhibitor service from the headquarters.

"Joy Hour Club" Draws Children To Theatres

George W. Sampson, Omaha manager for Columbia Pictures, has a new idea for a children's matinee. This program, as put on by Mr. Sampson, made a big hit in the east. It is called the "Children's Joy Hour Club" and is usually put on as a Saturday matinee.

Each child attending the show is given a button and a membership card to the club. The membership cards have thirty numbers printed on them; as the children enter the theatre a number is punched and every child having ten consecutive weeks in attendance is admitted free on the eleventh week. Several theatres in Nebraska have already started using this idea, and many exploitation stunts outlined by Mr. Sampson have enabled them to pack their houses on Saturday afternoons.

"New ideas," said Mr. Sampson, "are badly needed by exhibitors now. The children's trade in most cases has been sadly neglected, but by starting the Children's Joy Hour" program the exhibitors revive the children's interest and add a good amount of business to their weekly gross."

"This idea is a forerunner of many other unique stunts that the Omaha branch of Columbia Pictures are going to put over. We expect to win the exhibitor's confidence by showing them some real money making schemes."

H. N. McNeill Takes Charge of Movie Age

Succeeding Miss Margaret Foley as editor and manager of MOVIE AGE, H. N. "Mac" McNeill makes his debut before Nebraska-Iowa exhibitors, pledging himself to give them a greater service than ever before in the form of a real, live and newsy trade paper, devoted to the interests of the theatre men of this territory.

With more than eight years of contact in the industry in various capacities, exploitation, publicizing, advertising and editing, McNeill should be well-equipped for the job.

Until it became affiliated with the Associated Publications, Inc., last month, the Motion Picture Times was founded and published by McNeill, at Dallas, for Southwestern showmen. The experience gained on that and other regional trade papers should qualify the new editor to give Nebraska-Iowa exhibitors an equally breezy trade paper.

Back from South Seas

With all exterior scenes for "Southern Skies" completed in the South Seas, the M-G-M company headed by Monte Blue has returned to Hollywood. The company left Los Angeles November 30 and totalled more than 60 people.

Among the scenes filmed are some of the most beautiful shots ever made of the South Seas, according to studio officials who have seen the "rushes" on the production. More than 1,000 natives were used in the big scenes.

Stay in Sioux Falls

Universal will not abandon its exchange at Sioux Falls, S. D., according to Lou Metzger, general sales manager.

"Big Killing" New Title

The newest Wallace Beery-Raymond Hatton co-starring comedy vehicle is to be titled "The Big Killing." The picture has been in production under the working title "Ready, Aim, Fire." Mary Brian, Lane Chandler and Gardner James support the comedians.

Moreno in "Midnight Taxi"

Antonio Moreno has put his name to a contract with Warner Bros. to play the featured lead in "The Midnight Taxi." John Adolfi has been selected to direct.

Ince Starts "Danger Street"

The screen version of "Danger Street," Harold McGrath's novel, has gone into production by FBO under the direction of Ralph Ince. Warner Baxter, who played the male lead in "Ramona," with Dolores Del Rio, is the hero, with Duke Martin, Frank Mills, Bob Perry, Harry Allen Grant and Ole M. Ness in supporting roles.

Lucy Doraine With Paramount

Lucy Doraine, Hungarian film actress who has hitherto headed her own producing company under the Ufa banner, has signed a contract with Paramount. The new Paramount player was born in Budapest, the daughter of Baron Perenyi. When but 12 years of age she made her debut as a concert pianist. Later she turned to the stage, making her first appearance in Vienna. Her first motion picture work was with the Sasha Film company. An engagement with Emelka preceded the organization of her own company.

ELECTRIC SIGNS

SPECTACULAR

—NEON GAS—

INTERCHANGEABLE

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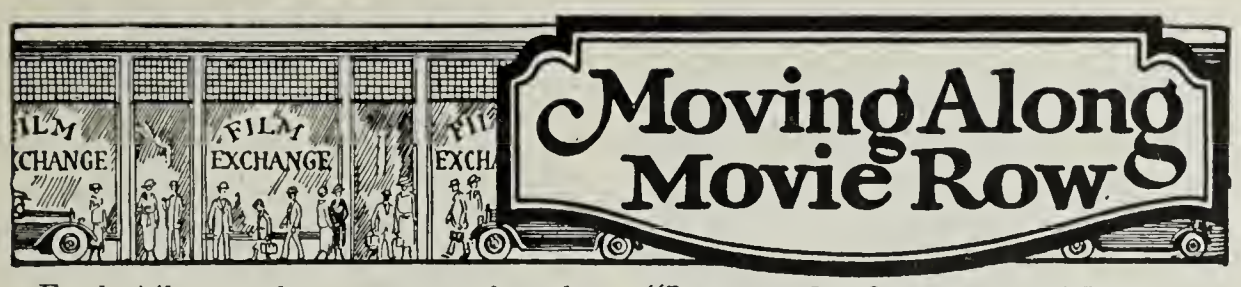
Consult Our Theatre Department



Fred Aiken, sales manager for the Grantland Rice Sportlight, spent two days last week in Omaha.

* * *

J. C. Jenkins, author of the Jenkins Column of the Exhibitors Herald, made a visit to the Omaha exchanges last week.

* * *

Al Danke, recently connected with Pathe, has become identified with the Universal sales force.

* * *

G. E. McKean, Fox western district manager, visited the Omaha branch.

* * *

E. O. Brooks, who was recently in charge of the eastern production activities of Pathe, spent a few days in Omaha last week accompanied by his wife. Mr. Brooks was serial manager for Pathe from 1912 to 1926 and later sales manager of the southern division.

* * *

Roy Pearson of St. Louis, came to Omaha last week to be identified with the Pathe sales force. Mr. Pearson was formerly manager of the Omaha branch of Pathe and later manager of the Kansas City branch. Recently he has been connected with United Artists as salesman at St. Louis.

* * *

J. L. Raper, manager of the Fox Des Moines branch, was in Omaha for a few days last week.

* * *

Elmer Pearson, formerly of Norfolk, Nebr., now first vice president of the Pathe Exchange, Inc., of New York, recently purchased the Tierney stock farm of 1500 acres at Ansley, Nebr. Mr. Pearson is a native of Nebraska, where he now owns 2200 acres of land.

* * *

Wisley Mansfield of the Tama Theatre Co. at Tama, Ia., visited Movie Row last week.

* * *

Max Dreppe of the Empress and Rialto theatres at Cherokee, Ia., called on the exchanges last week.

* * *

Tom North, mid-west representative of Topics and Fables, spent two days in Omaha recently.

* * *

Frank Sanders, formerly Universal salesman, is now selling for Pathe.

"Laemmle Specials" New Product for Universal

Universal will launch a new brand of product on the market for next season, when the "Laemmle Specials" group makes its bow. The group will consist of seven special productions with popular stars from outstanding stories, with top-notch directors at the helm. There will be four other specials rated with this group, the Reginald Denny Productions.

The "Laemmle Specials" will be placed in rating just under the Universal road-show Supers for next year. They will be closed ahead of the Universal Jewel line-up. The seven miscellaneous specials are to be "The Foreign Legion," "The Michigan Kid," "Give and Take," "The Cohens and Kellys in Atlantic City," "The Girl on the Barge," "Lonesome," and "The Last Warning."

Three Pathe Pictures Soon Ready to Release

Donald Crisp's "The Cop" finished production on April 3 at the DeMille Studios. William Boyd, Jacqueline Logan and Robert Armstrong have the leads in this Pathe picture, which has a New York atmosphere.

"Man-Made-Woman," the latest Leatrice Joy starring vehicle, has been finished. With Miss Joy in this production are H. B. Warner and John Boles. The story is of a young matron who seeks to hit as hectic a pace after marriage as before, and the methods used by her husband to held her back.

William DeMille's "Tenth Avenue," another story of New York life, is completed. Phyllis Haver is starred, and in support are Victor Varconi, Joseph Schildkraut, and Robert Edeson.

U. Buys "Cupid at Vassar"

Universal announces the acquisition of screen rights for "Cupid at Vassar," the stage success by Owen Davis. It will be used as a starring vehicle for Laura La Plante.

U. Spring Sales Meets Are Starting This Week

Universal will stage three Spring sales conventions. They will be consecutive, beginning on April 27 and lasting through until May 12, with interims for the travelling of Lou B. Metzger, general sales manager of Universal, and his aids.

For the East, a convention will be held in Atlantic City, from April 27 to April 30, inclusive. For the Mississippi Valley section, a convention will be held in St. Louis, May 2 to 5. For the far West, a convention will be held in San Francisco, May 9 to 12. The Canadian exchanges will be divided among the three conventions.

Metzger will supervise the conventions. With him at Atlantic City will be Ted Schlanger, Eastern sales director; M. Van Praag, Western sales director; Ben Y. Cammack, short subjects sales manager; Morris Safier, road show manager; Paul Gulick, publicity director; Nat G. Rothstein, exploitation and advertising manager; Sidney Singerman, program manager; Harry Reichenbach, special representative; Dougles Leishman, supervisor of exchanges; Dave Bader, accessory manager.

Universal officials expected to attend the Atlantic City convention are R. H. Cochrane, vice-president; Beno Rubel, assistant to Laemmle; P. D. Cochrane, secretary; E. H. Goldstein, treasurer, and Julius Stern, president of the Stern Film corporation.

The St. Louis convention will be held in the Coronado Hotel. Van Praag, Schlanger, Cammack, Safier, Rothstein, Anderson and Leishman will accompany Metzger to St. Louis, where this corps of sales experts will be joined by Ralph Williams, Southern asssistant division manager. The exchanges to be represented at St. Louis are Atlanta, Memphis, Cincinnati, New Orleans, Chicago, Detroit, Dallas, Indianapolis, Kansas City, Des Moines, Milwaukee, Oklahoma City, Minneapolis, Omaha, St. Louis, San Antonio, Winnipeg and Sioux Falls.

The San Francisco convention will be held in the St. Francis Hotel. G. Rosenwald, assistant western division manager, will be one of Metzger's chief aids at this sales pow-wow. The exchanges to be represented are Butte, Portland, Denver, Salt Lake City, Los Angeles, San Francisco, Seattle, Vancouver and Calgary.

Twenty students are enrolled in the fourth session of the Publix managers' school which started off again last week.

Program of 18 Pictures For 1928-29 Announced By Jesse J. Goldburg

With eighteen stories on next year's program, Jesse J. Goldburg, president of First Division Distributors, has announced that the company would produce all its own pictures next season and not rely on outside producers.

First Division will have its own contract stars for the pictures announced below, and will sign a number of artists whose names have box-office appeal. Directors and writers also have been engaged, among them men who have turned out several big successes.

Two of the pictures on the program will be produced in Europe. These will be special productions and Mr. Goldburg will go abroad to supervise them. The rest of the pictures for the most part will be made in the Metropolitan Studio in Hollywood and will be in charge of Robert S. Furst and Raymond Wells, respectively treasurer and vice-president of the company.

The pictures announced for the season of 1928-29 are:

"Whispering Wives," by Edward Boling; "The Pink Pearl," by Jacques La Grange; "The Great God Jazz," by H. M. E. Clamp; "The Mocking Chevalier," by A. G. Hales; "Second Hand Husbands," by Mary Mauley; "Kisses in the Dark," by Lester Alden; "The Woman Tamer," by Clayton Johnson; "Where the Law Ends," by Robert Sears; "Her Double Life," by J. Robert Alwig; "Machine Gun Rosie," by Charles Murphy; "Broadway Bound," by Lester Alden; "The Coast Guard," by Robert Slocum; "Wall Street," by Addison Emmett; "Power of Money," by Addison Smith; "Movie Madness," by Gertrude Long; "The Crystal Gazer," by Laura Hurley; "Trapped," by Donald Marmes; "The Bum," by Charles K. Harris and Edna Sherry.

Fire At Alexander Plant Wrecks Airplane Factory

Nine persons were killed, several seriously injured and the building housing the doping and wing covering factory of the Alexander Industries, Inc., was completely destroyed by an explosion that rocked the Englewood plant a few miles south of Denver last week.

Studio buildings for the production of industrial motion pictures are situated on the same grounds as the airplane factory buildings. First press wire reports indicated that the film plant had been destroyed. These were untrue.

Alexander Film Co., a division of Alexander Industries, Inc., is said to be the largest producer of publicity motion pictures in the country. It recently absorbed the Pyramid Film Co. of Dayton, Ohio.

The building which burned Friday was used for the production of three Eaglerock airplanes per day. It was here that the wings were covered and "doped" to make them airworthy. Temporary tents have been erected and production will be resumed within a few days.

New airplane factory buildings, having a capacity of eight airplanes per day, are nearly completed at Colorado Springs. As soon as they are finished, aircraft activities will be transferred there. A motion picture studio also will be erected and the whole organization moved. Plans call for the erection of fourteen buildings on the new site.

Sam Goldwyn Joins United Artists Group

After an absence of several years, Sam Goldwyn has returned to Hollywood and with his organization moved into new quarters at the United Artists studio.

Goldwyn's production schedule of five pictures for 1928 will include the spending of several million dollars for two individual starring pictures each for Ronald Colman and Vilma Banky, in addition to one picture he will produce in association with Herbert Brenon.

Goldwyn has taken his place with Joseph M. Schenck, Mary Pickford, Douglas Fairbanks and D. W. Griffith as one of the directors and owners of the United Artists studio corporation. His productions have been released through United Artists for several years. These include "Stella Dallas," "Partners Again," "The Night of Love," "The Winning of Barbara Worth," "The Magic Flame," and "Two Lovers."

Vilma Banky has started on "The Innocent," under direction of Victor Fleming. Ronald Colman also is on the coast, but his first story has not yet been selected.

Joan Crawford With Gilbert

Joan Crawford will have the feminine lead opposite John Gilbert in "Four Walls," M-G-M's adaptation of the Broadway stage hit, which is shortly to go into production. This will be the second picture in which Miss Crawford has played opposite Gilbert, since she had the chief feminine role in "Twelve Miles Out."

Paramount Conventions In 3 Cities Next Month

Sales and production policies for the season 1928-29 will be discussed at the annual Paramount conventions held this year, in Washington, D. C., Detroit and San Francisco.

The first meeting will be held in the Carlton Hotel, Washington, D. C., April 30, May 1, 2 and 3. Production and distribution executives who will attend the Washington sessions are: Adolph Zukor, Jesse L. Lasky, S. R. Kent, Ralph Kohn, Walter Wanger, B. P. Schulberg, C. J. Schaefer, J. D. Clark, John Hammell, M. H. Lewis, Henry Salsbury, Charles E. McCarthy, Russell Holman, John Butler, F. E. Meyer, L. Bamberger, C. B. J. Frawley and A. O. Dillenbeck, of the Hanff Metzger advertising agency.

District managers, branch managers and salesmen from the exchanges of Boston, New Haven, Maine, New York, Brooklyn, New Jersey, Albany, Buffalo, Philadelphia, Washington, Atlanta, Memphis, Charlotte, Jacksonville, New Orleans, Dallas and San Antonio, will be present at the Washington meeting.

Practically the same group of executives will attend the Detroit sessions at the Book-Cadillac Hotel. Paramount distribution field representatives who will attend this meeting will be drawn from the following exchanges: Detroit, Milwaukee, Columbus, Cleveland, Pittsburgh, Cincinnati, Indianapolis, Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver.

The executive groups of Paramount, Publix and outside producers will journey to San Francisco, where the final sessions will be held at the Palace Hotel, May 13, 14, 15 and 16. There they will meet the managers and salesmen of the following exchanges: Kansas City, St. Louis, Oklahoma City, San Francisco, Los Angeles, Seattle, Portland, Ore.; Salt Lake City, Denver, Minneapolis, Sioux Falls, Des Moines and Omaha.

Olive Borden Latest to Sign Columbia Contract

Columbia's latest addition to its roster of stars is Olive Borden, who will begin work immediately in one of the few remaining productions on the company's current program.

Miss Borden started her screen career in bathing beauty comedies. During the past few years she has worked exclusively for Fox. Miss Borden's appearance in a Columbia production will mark her first appearance in an independent feature.

Tom Mix Changes Plans; Returning to Hollywood With $3,000,000 Contract

Tom Mix will not sail for Argentina June 9, as he had formerly planned. He has signed a contract for two years with FBO for a remuneration of $3,000,000, according to announcement made last Sunday in Kansas City. The contract was drawn up in Kansas City by Mix and Colvin W. Brown, vice-president of the company, and takes precedent over that with the producing company which was taking him to Argentine for two years. The contract agreement is said to be one of the largest ever signed in the history of the motion picture industry.

The pictures Mix is to make, totaling eight in number, are to be produced and distributed by FBO. Mix will leave for Hollywood at the completion of his present vaudeville tour in June. Under his first contract Mix was to go to Argentine and make a series of pictures to be released in the United States by FBO. Several members of the technical staff already had reached Argentine to make preliminary plans for production there.

F. N. Salesmen Will Assemble Next Week

More than 200 First National executives, branch managers and salesmen will gather in Chicago this month to make plans for the marketing of next season's film product. The convention will last five days, starting April 29 and concluding May 3, at the Drake Hotel. Thirty-eight branches will be represented at the Chicago gathering. These branches are located in: Albany, Atlanta, Boston, Buffalo, Calgary, Alberta; Charlotte N. C.; Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Indianapolis, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, Montreal, New Haven, the New Jersey exchange (in New York City), New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, St. John, N. B.; St. Louis, Salt Lake City, San Francisco, Seattle, Toronto, Vancouver, Washington, D. C., Winnipeg.

Among the New York home office executives going to the Chicago convention are: Clifford B. Hawley, president; Richard A. Rowland, general manager; Ned E. Depinet, vice presendent and general sales manager; A. W. Smith, Jr., eastern sales manager; S. W. Hatch, western sales manager; Charles M. Steele and Jerome Beatty.

Sax Signs Judge Lindsey

Judge Ben B. Lindsey, celebrated juvenile jurist, and author of "Companionate Marriage," signing on the dotted line for Sam Sax, president of Gotham Productions, who in conjunction with Ascher, Small and Rogers, will make one of the outstanding specials of the forthcoming season from Judge Lindsey's book.

Warners Say Talking Film Installations Delayed

Charging that Electrical Research Products and Western Electric are asking too much for Vitaphone installations and that they have been negligent in pushing sales, Warner Bros. have placed the matter before arbitrators in New York. It is claimed that between 300 and 400 Vitaphone short subjects and synchronized scores for over 50 features are available, with only a limited outlet.

Warner Bros. hold a license for manufacturing talking pictures under the brand name of Vitaphone. Hearings before the board of arbitration are now under way in New York.

Supporting Lois Wilson

Edmund Burns, William V. Mong, and Blue Washington have been signed for featured roles in "Ransom," adapted from the story "San Francisco." They will support Lois Wilson, who is starred in this melodrama set in the Chinatown district of San Francisco.

Exhibitors, Not Producers Should Control the Industry Sapiro Tells N. Y. Group

Producers of motion pictures, contrary to the trend in every other industry, dominate the business. This was the statement of Aaron Sapiro, who has entered the industry as president of the Independent Motion Picture Exhibitors' association, at a dinner in New York last week. The organization is a New York buying group of exhibitors with a buying power of $3,000,000 annually.

"In every other form of business in the United States today," said Sapiro, "the trend shows that the group which has the contact with the consumer has more to say than any other branch of the industry. The exhibitor has his hand on the pulse of the public and it is for the good of the public, as well as the entire industry, that the exhibitor should have something to say about the type and quality of the pictures he is asked to show to the public."

Sapiro went on to point out that the chain grocery stores were not dominated by the producers, and that because of the fact they are the outlets through which the manufacturers must reach the public, they have the producers competing against each other to get their business. Therefore, he contended, the producers of merchandise readily make their business conform to the needs of the time.

Discussing the competition which picture theatres face today, Sapiro declared the strongest was the radio, which by intensive exploitation, advertising and availability has brought entertainment of the ear into every home. To win favor for the eye form of entertainment, Sapiro said that exhibitors should unite to make their shows justified by interest and quality.

Many of the evils in the industry were caused by the fact that it is less than one generation old and many of them will be ironed out in time, he declared.

Pathe Salesmen Meet In Chicago On May 21

The Pathe sales convention will be held at the Drake Hotel, Chicago, begining on Monday, May 21. Announcement of the date is expected to be preliminary to outlining Pathe's feature plans for 1928-1929.

Phil Reisman, general sales manager, will preside at the convention, and a large delegation of home office officials and executives also will attend.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING APRIL 21

MOON

The Branded Sombrero (Fox), Buck Jones.
Business: Very good.
Audience Reaction: Good.
Summary: Jones in the daring role of a cattle rustler's son who, after his father's death, tries to establish himself and clear the family name.
Entertainment Merits: 85 per cent.
Short Subjects: Call of the Cookoo, (M-G-M), Man Without a Face, (Serial No. 2).

RIALTO

Tenderloin (Second week) (Warner Bros.), Delores Costello, Conrad Nagel.
Business: Still good.
Entertainment Merits: 95 per cent.

RIVIERA

Garden of Eden (United Artists), Corinne Griffith, Charles Ray.
Business: Good.
Audience Reaction: Good.
Summary: At the Hotel Eden outside Monte Carlo many humorous and romantic adventures befall Tony LeBrun, French shop girl. The apples, fig leaves, serpents, and paradise are only symbolically present in the picture.
Entertainment Merits: 85 per cent.

SUN

A Girl In Every Port (Fox), Victor McLaglen.
Business: Good.
Audience Reaction: Pleased.
Summary: The story deals with a man diver on a merchant ship who has a galaxy of beauties who provided the hero with humorous adventures from Amsterdam to Panama.
Entertainment Merits: 80 per cent.
Short Subjects: With Love and Hisses, (Pathe comedy), Lights and Shadows of Cicily, (Fox scenic reel).

WORLD

The Lovelorn (M-G-M), Sally O'Neil, Molly O'Day, Larry Kent.
Business: Good.
Audience Reaction: Very good.
Summary: Story of two sisters who are in love with the same man. The two leading ladies are really sisters.
Entertainment Merits: 85 per cent.

AT DES MOINES THEATRES WEEK ENDING APRIL 21

CAPITOL

Laugh, Clown, Laugh (M-G-M), Lon Chaney.
Business: Excellent.
Audience Reaction: Very favorable.
Summary: One of the best pictures ever made featuring the versatile Chaney. Story very interesting and contains many laughs and many tears. Should do well at the box-office if properly exploited.
Entertainment Merits: 90 per cent.

DES MOINES

The Jazz Singer (Warner Bros.), Al Jolson.
Business: Very good, (second week).
Entertainment Merits: 90 per cent.

ORPHEUM

Stand and Deliver (Pathe), Rod La-Rocque, Luke Velez.
Business: Excellent.
Audience Reaction: Pleasing.
Summary: A story of a man who loves war and hates women; goes to Greece and gets enough of both to satisfy him. Something different that will please a good many.
Entertainment Merits: 80 per cent.

STRAND

The Big Parade (M-G-M), John Gilbert.
Business: Excellent.
Audience Reaction: Excellent.
Summary: Still one of the best pictures ever made on the theme of the world war and is doing well at the box-offices when returned for the second and third times.
Entertainment Merits: 90 per cent.

Annual Warner Sales Convention This Week

The annual convention of Warner Bros. has been called for April 27 to April 29. It will take place at the Hotel Pennsylvania in New York City and will be attended not only by the sales staff of Warner Bros., but by that of the Vitaphone corporation as well.

Executives to address the sales force on Friday include H. M. Warner, president of Warner Bros., Sam E. Morris, general manager of distribution; C. C. Ezell, Southern and Western sales manager; Max Milder, Central sales manager; Arthur Abeles, Eastern sales manager; Albert Howson, scenario editor, and George Quigley, vice-president of the Vitaphone corporation.

Saturday speakers will be the three division managers, J. S. Hebrew, Harry Lustig and H. E. Elder. Other speakers will be A. P. Waxman, director of advertising and publicity; Joseph Hummel, manager of contract department; A. C. Brauninger, sales promotion head; H. M. Doherty, auditor of exchanges; C. C. Ryan, purchasing agent, B. F. Lyons, sales manager of Canadian territory; Samuel Carlisle, comptroller, and Paul Swift, sales manager of Vitaphone.

D. W. Griffith made 75 tests for the male lead in "The Battle of the Sexes" and has chosen Ricardo Cortez for the part.

Columbia Nears End of 1927-28 Releases

Shooting on "The Way of the Strong," Columbia has started on the last lap of production for 1927-28. Three features are now in work, one has been completed and final preparations are being made for the immediate filming of the remaining four.

Editing and titling has been finished on "Golf Widows," which will be released nationally on May 1. This comedy features Vera Reynolds, Harrison Ford and Sally Rand.

"Modern Mothers," story of a famous actress' struggle to choose between her career and her daughter, is nearly completed. Helene Chadwick plays the mother, and Douglas Fairbanks, Jr., and Barbara Kent have the juvenile leads.

"Ransom," the George B. Seitz production adapted from the director's own story, "San Francisco," has started camera work on the Chinatown sequence of the feature. "Ransom" stars Lois Wilson.

Frank Capra, Columbia's young comedy director, has returned to the home lot from a brief sojourn at M-G-M, to which studio his services were loaned. He is now preparing to start on a new comedy.

Richard Dix will continue to play in Paramount pictures, having signed another contract. Dix is recovering from an operation for appendicitis.

'Hellship Bronson' Completed

"Hellship Bronson," Gotham special, starring Noah Beery and Mrs. Wallace Reid, is expected to be ready for release early in May. Joseph Henabery directed.

"Hot News" for Bebe Daniels

"Hot News" is the title announced by Paramount for Bebe Daniels' new starring picture, previously under the tentative title of "The News Reel Girl." Chester Conklin will have a featured part in the picture.

Seeking Employment?

Your ad in our Classified Section will be read by many thousands of theatre owners and managers.

Des Moines Theatres Reflect Prosperity Now

The past week saw every theatre in Des Moines operating. This includes the Orpheum, running vaudeville and features; the Blank-Publix theatres, the Capitol, Des Moines, Strand, Garden and Palace; the Princess, a legitimate house; the Berchel; the Garrick, playing Mutual burlesque; and other motion picture houses consisting of the Casino, Family, Grand, Hiland, Amuzu, Star, Ideal, Cort, U. & I. and Lyric. In addition there were several community playhouses featuring local dramatic attractions.

All theatres report fair business. The improved box office condition has been attributed to the general prosperity of the city, as evidenced by the high bank clearings of the past month and also by a trend of prosperity in real estate circles.

Booking "Damaged Goods"

Albert Dezel, of Chicago, who owns all the rights on "Damaged Goods," has been working in Iowa for the past two weeks booking the picture. Joe Smith, formerly of Ft. Dodge and now of Sioux City, is handling Iowa territory in conjunction with Mr. Dezel. They report the picture playing in most of the larger towns of the state during the next few weeks. Morris Smith, former owner of the Royal Theatre at Sioux City, has the picture for North and South Dakota.

Reese Joins Paramount

Carl Reese, one of the best known film salesman in the Des Moines territory, recently resigned his position with Universal to accept a place with Paramount in the Omaha territory. While in Des Moines Carl worked for First National, A. H. Blank Enterprises and Universal and was a friend of everybody connected with the industry. He previously worked out of Omaha and it no doubt seems like going back home for Carl and his family. Everyone in Des Moines wishes Carl the greatest of success in his new work.

To Distribute Hanaphone

Joe and Myer Stern of Omaha, were in Des Moines the first of the week moving their Exhibitors Poster Exchange back to Omaha. They have taken the Iowa and Nebraska territory for the Hanaphone and have already contracted for several installations in the territory, the first one going into Omaha.

Blank Starts Magazine

"Stage & Screen," a new magazine published in the interest of Des Moines theatregoers, has made its appearance. This is an unusually attractive little publication and is associated with the A. H. Blank-Publix theatres. The publication is being very favorably received by exhibitors and theatregoers.

BRIGHT BITS *and* NEWSY NOTES

Jimmy Elland of the Capitol Theatre, Des Moines, popular master of ceremonies man, will leave this week for a two week's vacation period. Competent substitutes along this line will be supplied during his absence.

* * *

Lena Dissoli, in charge of the U. & I. Theatre, Des Moines, has reopened the theatre for another season's run. The U. & I. caters to the Italian people of that district.

* * *

E. P. Smith, president of the Motion Picture Theatre Owners of Iowa, spent several days the first of the week in various Missouri localities, including Kansas City and Mexico, Mo. He was accompanied by Ross Ewing, formerly of Newton, Ia.

* * *

John Elman, owner of the Grand Theatre, East Des Moines, reports business conditions improved during the last two months.

* * *

Two more burlesque offerings will be presented at the Garrick Theatre, Des Moines, the last show to be April 29. This closes a 37 week's run of Mutual Burlesque attractions at this house.

Park Agnew, who was formerly a booker with M-G-M at Des Moines, spent several days here assisting Mr. West, the local booker, and visiting with friends. Mr. Agnew is traveling booker for the company.

* * *

J. G. Stearns, of Corydon, Ia., has again secured permission to operate Sunday shows. He reports his local situation much improved with this additional revenue coming in and hopes to continue without interruption.

* * *

Abe Frankle, popular Iowa exhibitor and owned of the Casino Theatre, Des Moines, has announced his intention of opening Riverview Park on May 9. Riverview is one of Iowa's best known playgrounds and its popularity is accredited to the resourceful managerial ability exercised by Frankle.

* * *

Al Jolson in "The Jazz Singer," the first Vitaphone feature picture ever shown in Des Moines, has been held over for the second week's run. Box office records at the Des Moines Theatre were smashed during the showing of this Warner Bros. feature, which necessitated its being held over through popular demand.

* * *

Herbie Koch, Capitol Theatre organist, is in Chicago this week getting new ideas for future organ solos. He will return to his work the coming week.

* * *

Art Minkoff of Omaha, who was manager of the Exhibitors Exchange at Des Moines, has returned to his home after spending several weeks in Des Moines.

Always Read
the Clearing House
classified advertising page. It offers many opportunities to buy and sell—opportunities for real profit.

N-E-W-S B-R-I-E-F-S

The directors of Paramount were re-elected last week for a four-year term. They are Adolph Zukor, Jesse L. Lasky, Casimir I. Stralen and William H. English.

* * *

For Sam E. Morris month in May there have been 11,674 playdates set for Warner Bros. product next month. This number does not include extended dates on "The Jazz Singer."

* * *

Mrs. Marcus Loew, widow of the showman, has endowed 16 charitable institutions in memory of her husband. Hospitals, relief societies, Salvation Army, and theatrical guilds were included in the donations.

* * *

Chewing gum is ruining the huge rug in the foyer of the Roxy Theatre, New York. So much gum has been dropped by patrons that it is believed the rug will be ruined before it wears out. The rug is the largest in the world. It weighs two and a half tons and is one inch thick.

* * *

Harold Lloyd was made a member of the Mohawk tribe of the Iroquois nation in Montreal last week. He was given the name of Chief Ronwasderista, which means "Make Them Laugh."

* * *

Thirteen picture stars appeared in a cafe scene as extras in a current Marion Davis production. They received $7.50 for their services. The stars were Douglas Fairbanks, Norma Talmadge, Mae Murray, Rod La Rocque, William S. Hart, Estelle Taylor, Claire Windsor, Eileen Pringle, John Gilbert, Leatrice Joy, George K. Arthur, Karl Dane and Renee Adoree.

* * *

Al Jolson will leave for Los Angeles shortly to begin work on his second Vitaphone film for Warner Bros.

* * *

Kathryn McGuire, who recently changed her name to Kathryn Landy, has returned to the old name and will appear under it in the future. Landy is her married name.

* * *

Lola Todd has changed her name to Carol Mason to avoid confusion with Thelma Todd, another screen player. Press stories have confused the two actresses, although they are opposite types.

* * *

The colored scenes in the Pathe Review are not the result of color photography as many think, but a representation of the most costly and laborious processes in motion pictures. There are sixteen small pictures to one foot of film. Each one of these scenes has to be separately colored by hand, all done in France. Thus in a 200-foot length of film there are 3,200 separate pictures for coloring.

* * *

Selections of the world's best humor were recently compiled by the editors of Topics of the Day and filed in their famous library or "morgue." 8,736 jokes and paragraphs with nearly 6,000 indexes are contained in this morgue. The subject of "marriage," which envelops various subjects, leads all classifications with 1,058 jokes.

* * *

Lawrence Gray has made a hit with South Americans, particularly with inhabitants of Argentine. In a contest conducted by motion picture magazines and newspapers in that country he was voted the favorite by a majority of several thousand fans. Gray is now making a newspaper story, "The Deadline," for M-G-M.

* * *

Karl Dane broke his collar bone while working in a scene with George K. Arthur last week. The injury will hold up production several weeks. Dane was riding a bicycle in a scene for "Brotherly Love," a prison comedy.

* * *

M-G-M will make a screen version of "Nize Baby," Milt Gross' well-known book. The company has taken an option on all of Gross' works. The author will be a member of the scenario staff.

* * *

W. A. V. Mack, for seven years with Pathe, and recently short subjects division manager with Mid-West, is entering the investment banking field in Syracuse, N. Y., as sales director of the Benjamin Baker Co.

* * *

Ruth Roland has completed her first two-reeler since her return to the films. The picture was made in three days.

* * *

Robert Florey, assistant director for United Artists, has made a picture with an amateur camera at the total cost of $97. The picture has been let out to FFBO to be sold on a percentage basis.

* * *

With the release of "The Yellow Cameo," in June, Pathe's 71st serial will have been presented to the public. This number, larger than any other company, represents an uninterrupted weekly serial release dating back to March 15, 1914, when the celebrated "Perils of Pauline," starring Pearl White, was issued.

* * *

When Walter Hagen visited the Tiffany-Stahl set for the first time, M. H. Hoffman introduced the famous golf champ to Llewellyn Totman, the author of Hagen's first picture, "Green Grass Widows." Hagen looked at Totman in a puzzled manner and said, "Haven't I known you before somewhere?" "Yes," said Totman, "I used to be your caddy."

* * *

Alice White, First National contract player, has announced her engagement to Lieut. Richard Grace, former war ace and now a stunt flyer.

* * *

A. P. Waxman, director of publicity for Warner Bros., has written a book on Vitaphone which will be published shortly.

* * *

Premier Lloyd George of England, when asked the kind of pictures he likes best, said: "My own preference is for what I suppose would be called old-fashioned films, those with stories of the wild west and set in beautiful scenery with cowboys on horseback and so forth."

* * *

J. S. Woody has joined Fox as assistant to James R. Grainger, general sales manager. Woody was formerly manager of Select, general manager for Realart and president of Associated Exhibitors. He will make his office in New York.

* * *

Richard Barthelmess was married last week to Mrs. Jessica Haynes Sargeant in Reno, Nev. Barthelmess and his bride left for a honeymoon in Hawaii.

* * *

Colleen Moore is planning a trip to Honolulu with her parents at the conclusion of her present picture.

The PICTURE GUIDE

Little Tips on New Pictures

Steamboat Bill, Jr.

Distributed by United Artists.
Star: Buster Keaton.
Support: Earnest Torrence, Marion Byron.
Type: Comedy.
Locale: Mississippi town.
Time: Present.
Length: 7 reels.
Synopsis: Steamboat Bill is in a commercial war with King, both men owning boats on the river. Bill hears that his son, whom he has not seen since babyhood, is coming from college to visit him. Bill is disgusted when Bill, Jr. arrives in collegiate clothes and playing a ukelele. Bill, Jr. is happy to know that Mary King is a college friend, but their romance is discouraged by the two fathers. Bill is put in jail for knocking down King and Bill, Jr's efforts to save him fail. At last a great wind storm tears the boats away from the moorings and wreck the town. Bill, Jr. is the hero and finally wins the girl against all odds.
Highlights: The storm, the jail episode, a hat store sequence.

Broadway Daddies

Distributed by Columbia.
Star: Jacqueline Logan.
Support: Rex Lease.
Type: Romance comedy drama.
Time: Present.
Locale: New York.
Length: 6 reels.
Synopsis: Eve Delmar is the toast of the "Broadway daddies" at the Sunrise Club. But she scorns everybody but Dick Kennedy, whom she believes is a poor boy. In reality he is the son of a milionaire. On the night he plans to disclose his deception he is forced to see a girl friend of the family who had been in an auto wreck. The reporters who are there write that Dick is engaged to the girl. Eve, furious, refuses to allow Dick to explain and goes riding with Leech. Leech is repulsive to her and she leaves his car. Dick's father sees the affair and is told by Leech that she is his sweetie and invites the senior Kennedy to a party in honor of Eve. Dick and his father attend the party and the senior Kennedy recognizes the girl and tells his son she is Leech's girl. Eve is to appear in an Oriental dance of veils and at the conclusion of the dance Leech embraces her. The veils fall and he sees Eve's colored maid. Eve and Dick have slipped away.
Highlights: Night club scenes, the party, comedie angles.

Skinner's Big Idea

Distributed by FBO.
Star: Bryant Washburn.
Support: Martha Sleeper.
Type: Comedy-drama.
Time: Present.
Locale: An American city.
Length: 6 Reels.
Synopsis: Skinner is made a junior member of a firm and his first job is to fire three old men in the office who seem to have lost their usefulness. This is a difficult task because the men depend on Skinner to make their jobs secure. To save the siuation Skinner hires a young girl, Dorothy, as secretary. She is the sweetheatre of Jack McLaughlin, son of a senior partner. Skinner goes away and leaves Jack and Dorothy in charge. The three old men begin to wake up, become youthful again, wear youthful clothes, and take up golf. Skinner's idea to save the men from losing their jobs is successful as they put over a deal and get a contract from a big buyer.
Highlights: The scene at the golf links, the rejuvenation of the men.

The Fifty-Fifty Girl

Distributed by Paramount.
Star: Bebe Daniels.
Support: James Hall.
Type: Comedy drama.
Time: Present.
Locale: Mining country.
Length: 6 reels.
Synopsis: Kathleen O'Hara and Jim Donahue become the joint heirs of a gold mine. Kathleen bets Jim that she can operate the mine and not call for help, the loser to forfeit his or her share in the claim. The bet is made and the two go to the mine where they find Morgan, a villainous character, in charge. Kathaleen takes over the duties of manager and Jim, in order to let her carry out her wager, stays home couple to leave the place by frightenand keeps house. Morgan tries to get the ing them but the plot fails. He gets a gang to kill them and at last Kathleen is forced to call for help from Jim. Jim comes to the rescue successfully and Kathaleen admits she is licked. But when they decide to get married she reminds him of the fact that she can recover her half under the laws of California.
Highlights: Melodramatic comedy sequences, the chase through the mine tunnel.

Six Comedies in May Educational Releases

Headed by one of Lupino Lane's outstanding comedies, a Big Boy-Juvenile laugh hit, a Charles Bowers novelty fun vehicle and a Mermaid comedy introducing a new comedy team, an attractive line-up of short features is promised to exhibitors on Educational's program for the month of May.

Lane is starred in "Fandango," a travesty of a love-stricken Argentine caballero, with Anita Garvin, a former Ziegfield Follies dancer, and Marjorie Moore, a new Educational beauty, in the supporting cast. "Big Boy's" new starring vehicle will be "Navy Beans," in which the four-year-old star inadvertently gets in the navy.

"You'll Be Sorry," the new Bowers comedy, boasts a new Bowers creation, a "crime hound," that does astounding things in tracking an international band of crooks. The Mermaid comedy, "At It Again," will see Monty Collins, recently promoted to feature roles in these fun films, and Jack Miller, another recent comedy find, teamed up in a laughable story of two destitute young men who adopt novel pranks to drum up trade for a failing clothing store.

The two Cameo comedies for the month are "Never Too Late," featuring Wallace Lupino in a farcical story of a ribbon clerk who is always late, and "Three Tough Onions," featuring Monty Collins, with Estelle Bradley and Robert Graves, in a tale of an abused newlywed youth.

SELL
Your Business for Cash
Fourteen thousand five hundred, showmen, theatre owners and managers become your prospects when your ad appears in the Clearing House section of this paper.
"14 cash buyers answered—I sold to the second party—!" says one advertiser.

Pathe Wins a Scoop With Bremen Pictures

Newsreel history was made by Pathe News with a release on Wednesday, April 18, in time for the afternoon shows in New York, of the first pictorial story of Major James E. Fitzmaurice of the Bremen trans-Atlantic airplane crew at Seven Islands, Province of Quebec. This was possible by the pluck of Tommy Hogan, staff cameraman, and Lieut. Robert S. Fogg, airplane pilot of Concord, N. H.

Hogan brought back with him the first interview with Fitzmaurice to be given out to any news man and leading New York newspapers interviewed Hogan and Fogg upon their arrival. Of the five Pathe News cameramen who struggled to get through, Hogan was the sole survivor. Airplane crashes, luckily not fatal, put two of the others out of the running.

Hogan and Fogg reached Seven Islands at 3 o'clock Tuesday afternoon, April 17. Fogg had to fly his plane to Quebec to put on skiis to make the landing at Seven Islands. After securing the pictures and his interview with Major Fitzmaurice, the Pathe flyers took off for Quebec, where transition was made from skiis to wheels again and the homeward trip begun at 4:55 Wednesday morning. The plane landed at Curtis Field a little after 10 in the morning.

BOOK IT NOW!

Just Broke Records—Finkelstein & Ruben's Garden, Minneapolis. Tremendous Business — Publix-Blank's Garden, Des Moines, and their other houses!

NEW EDITION "DAMAGED GOODS"

Now taking percentage dates only
For IOWA Write

JOSEPH SMITH, Care Royal Theatre, Sioux City, Ia.
For N. & S. Dakota Write
MORRIS SMITH

Care Royal Theatre, Sioux City, Ia
By arrangement with
ALBERT DEZEL
3830 W. Congress St
—CHICAGO—

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WHO'S WHO IN LOCAL FILM CIRCLES

Arthur H. Levy came to Des Moines from Kansas City in December, 1927, and was made branch manager for Pathe, succeeding Lester L. Phillips. Mr. Levy started in the film business with the Pioneer Film corporation at Washington, D. C., in 1919 and was with that company until 1922, when he was made a branch manager for the American Releasing company at Buffalo.

Arthur H. Levy

After that company was dissolved he returned to Washington and went with the Fox Film corporation and later became manager for Producers Distributers corporation in that city. He transferred to St. Louis and became branch manager for Associated Exhibitors at Kansas City. When Pathe took over the Associated offices Mr. Levy was transferred to Des Moines and later made manager of the local Pathe office.

While working in the East Mr. Levy acquired two theatres at Baltimore, the Roosevelt and the Empire, and operated them himself until they were purchased by a larger company, thus giving him experience in exhibiting as well as selling and distributing pictures.

Arthur Levy is a man of splendid personality and is well liked by everybody with whom he comes in contact in business and social activities. He is a Mason and a member of the Shrine Temple at Washington. He is fond of all kinds of sports, baseball, football and golf, and is an expert bowler, standing close to the top among the Des Moines players for the season just closing. He makes his home at the Savery Hotel and sh—girls, he is the only exchange manager in Des Moines who is still a bachelor.

Excellent Signs Harry Hoyt

Excellent Pictures has signed a contract with Harry O. Hoyt, whereby Hoyt will devote his exclusive services to the production activities of the Excellent organization during 1928-29. Hoyt won his first fame as an author and for fifteen years wrote short stories and novels.

CURRENT RELEASES

(Week of April 29, 1928)

EDUCATIONAL

Eskimotive, Felix the Cat, (1).
All Bear, Curiosities, (1).
Slippery Head, Johnny Arthur, (2).

FBO

The Devil's Trade Mark, Buzz Barton, (7).
Keeper of the Bees, Clara Bow, (Reissue).

FIRST NATIONAL

Three-Ring Marriage, Mary Astor, (6).

FOX

The Escape, Star Cast, (7).

METRO-GOLDWYN

Across to Singapore, Ramon Novarro, (7).
Should Women Drive, Max Davidson, (2).

PARAMOUNT

Easy Come, Easy Go, Richard Dix, (6).
Goofy Ghosts, Jimmie Adams, (2).
Ko Ko's Haunted House, (1).

PATHE

The Mark of the Frog, No. 6, (2).
Barnyard Artists, Fable, (1).
Matching Wits, Sportlight, (1).
Avenging Shadow, Klondike, (5).

TIFFANY

Clothes Make the Woman, Eve Southern, (7).

UNIVERSAL

Good Morning, Judge, Reginald Denny, (6).
Ozzie of the Mounted, Oswald, (1).
A Big Bluff, The Joneses, (2).
Code of the Mounted, Jack Perrin, (2).

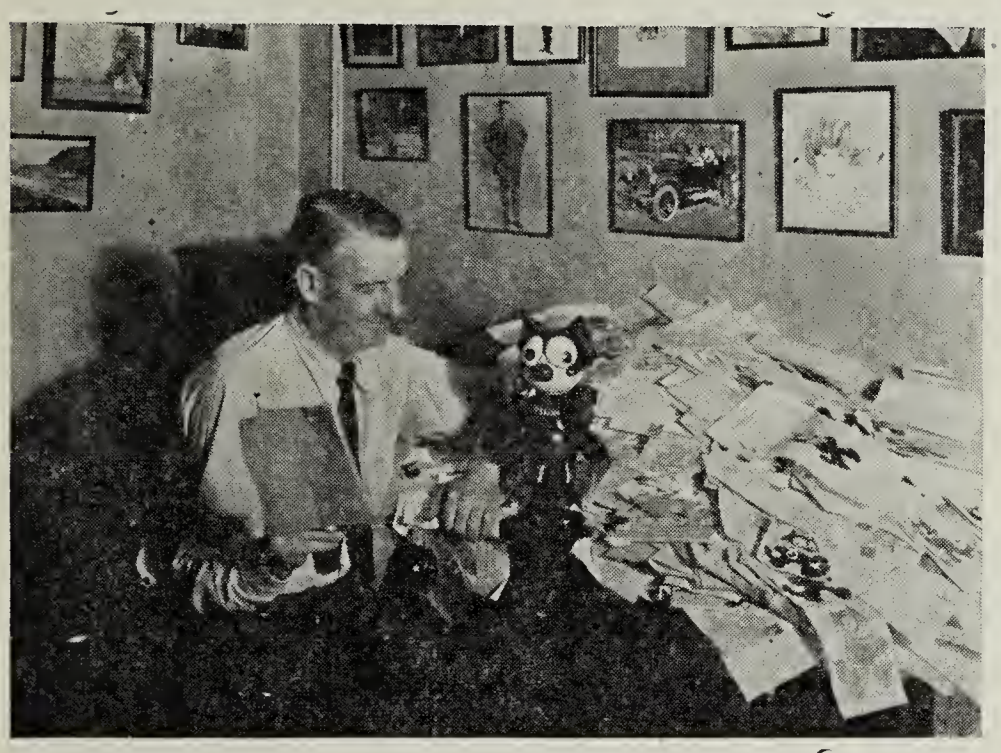
Opposite Lon Chaney

Anita Page, whose first featured part was the feminine lead in William Haine's new film, "Telling the World," will play opposite Lon Chaney in the latter's new vehicle, "Easy Money."

Renee Adoree in Kyne Story

Renee Adoree has been chosen for the feminine lead in "Tide of Empire," forthcoming Cosmopolitan filmization of Peter B. Kyne's romance of the California gold rush. James Murray will be the hero.

PICTURE NEWS *Told in Pictures*



Felix the cat, with Pat Sullivan, looks over prize-winning drawings in the Educational contest.

The regal Irene Rich has just completed a stellar role in "Powder My Back," a Warner Bros. release.

Paul Terry, creator of Pathe's Aesops Film Fables, is seen at the left visiting the DeMille studio, where he was met by Rudolph Schildkraut, who is starring in "His Country," and William K. Howard, director of this feature.

Scenes from "So This Is Love," Columbia's recent production, are shown below. Shirley Mason and William Collier, Jr., are featured, with Johnnie Walker in support. It's a comedy woven around the romance of a cafeteria waitress.

"Red Hair" and "Gorilla" Stunts at Texas Houses

A series of stunts at Corsicana, Tex., theatres featured publicity for "Red Hair" and "The Gorilla." As exploitation for the Clara Bow picture cards containing holders for matches were printed, several hundred placed in drug stores and on cigar counters and given to the customers. On the cards was printed the information that "all matches are dangerous, but the red headed ones are the most dangerous." This was followed by the announcement that Clara Bow was playing in "Red Hair" at the Palace Theatre. The card is shown below, as arranged by Manager L. L. Levy.

ALL MATCHES Are DANGEROUS

BUT THE

RED HEADED ONES ARE THE MOST DANGEROUS

If You Don't Believe RED HEADS Are the Most DANGEROUS

—SEE—

Clara Bow

—IN—

Red Hair

—AT THE—

Palace Theatre

Thursday - Friday - Saturday

March 8th, 9th, 10th

It's Clara Bow's Best and Latest Picture so Don't Miss It

A warning dodger was distributed on "The Gorilla" playing at the same house. The copy was printed in red ink and admonished parents to keep their doors and windows locked and keep their children in after dark as the criminal, "twice as cruel as Jack-the-Ripper; kidnaping women—strangling men," was at large. When attention was attracted by the warning people observed they could secure further information by calling a certain telephone number, that of the Palace Theatre. Many calls were secured and good business was the result. The dodger Mr. Levy prepared was like this:

WARNING!

Lock Your Doors & Windows Every Night! Keep the Children in the House After Dark! Be Careful! Watch Out! Beware!

That Dangerous Criminal

The GORILLA

Is Headed This Way

He Is Now at Large!
Twice as Cruel as Jack-the-Ripper!
Kidnapping Women—Strangling Men!

BEWARE!

Be on the Lookout for Him

For Further Information—Phone 761

"Two For One" Angle Nets Good Patronage

The old "two for one" angle was used with remarkable success by Manager Fred Gest of the Queen's Theatre, Hamilton, Ontario, to assure himself of a sell-out on M-G-M's "Ben Hur."

The idea was used in connection with a special matinee for children. The schools close at 4 o'clock in Hamilton. It was arranged with the school board that if they let the school children out an hour early on any day of the week they chose that the children would be allowed in to see the picture free. A provision was made, however, that every child must be accompanied by an adult who had paid admission. Consequently one adult admission was assured for every child that saw the picture. The school board and the teachers in the school were admitted free.

In several drug store window displays were secured on Ben Hur perfumes and on the novel by Gen. Lew Wallace, from which the film was adapted.

Inexpensive Gag Draws Crowds To Denny Picture

C. D. Haug, manager of the Gillioz Theatre, Springfield, Mo., pulled an inexpensive gag which drew a lot of attention and word of mouth advertising when he played the new Denny hit, "On Your Toes."

A week in advance of the opening he built a board indicator in his lobby with graduations by inches to test a person's height. The height indicator red mark was set at 6 feet, 2 inches. The sign bore the message:

"On Your Toes. If you reach the height of Reginald Denny you will be admitted free to see the picture."

Invited Portland Daddies

The "birth" list furnished Bert Levy, manager of the Columbia Theatre, Portland, Oregon, with a lively exploita-

PICTURE SHOW OWNERS
Any way you look at it you will find a Burch Popcorn Machine the most profitable investment you ever made. Write for circular today.
BURCH MANUFACTURING CO.
Popcorn Machines
1432 Wyandotte Kansas City, Mo.

Obey that impulse
Let FILMACK make
Your Special Trailers
ONE DAY SERVICE
Someone Else May Be Giving You Satisfactory Service On Special Trailers, But—
Give Us A Trial And You'll Be Surprised At The Courteous Treatment And Wonderful Service You Will Receive From Us.
PERFECT TRAILERS
FILMACK CO.
730 S. WABASH AVE. CHICAGO, ILL.

tion idea on Universal's comedy, "That's My Daddy." Each morning Mr. Levy sent the new fathers a pass to the show. The word of mouth publicity on this stunt made it well worth while.

Bills "Cohen and Kelly" Patrons for Their Laughs

Universal Exploiteer A. J. Sharick has put over a corking stunt on the theory that a good harty laugh is worth its weight in gold. To prospective patrons of the Vita Temple Theatre in Toledo, Ohio, he sent an itemized account as follows:

COHENS & KELLYS
225 St. Clair Street,
Toledo, Ohio

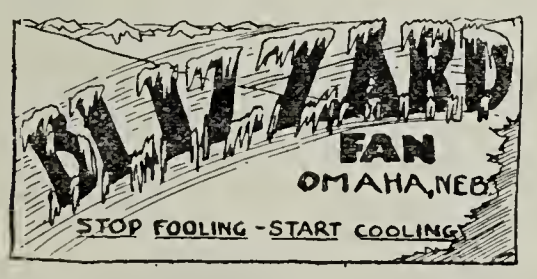
Sold to Mr. John Doe
1351 Clark Street
City.

Jan. 25	To Mdse.	16.54

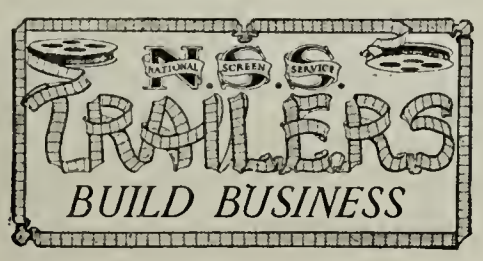
Itemized statement of above account:

300	laughs @ .02	$6.00
100	shreiks @ .01	1.00
50	screams @ .02	1.00
50	whoops @ .04	2.00
200	shouts @ .03	6.00
27	snickers @ .02	.54
	Total	$16.54

A letter accompanied the bill, apologizing for sending it before the goods were received, and stating that the entire account could be settled any time during the week by the purchase of one or more tickets at the box office of the Vita Temple Theatre. The letter was signed by "The Cohens and Kellys," (In Paris).



HENNEGAN
PROGRAM COVERS
Are Business Builders
Write For Samples
The Hennegan Co., Cincinnati



SHORT SUBJECTS

Spice of the Box Office

Comicalities

Educational—One Reel

Felix the Cat performs in a somewhat different manner in this single reeler. Felix's artist fails to make him black and the cat begs for his old color. The wish is granted and Felix goes on his way. He helps a very ugly girl to become beautiful so she can get a chance in the movies. He gets a her a fur coat, pearls, and asks the artist to make her beautiful. The cartoonist makes a good job of it and Felix is impressed by her beauty. But she refuses to have anything to do with him despite his kindliness and in revenge Felix makes wall paper of her and tears her into bits.

From Soup to Nuts

M-G-M—Two Reels

Stan Laurel and Oliver Hardy are butlers in this comedy directed by E. Livingston Kennedy. They get jobs in the home of a wealthy and proud hostess. Although neither men had been servants before, they pretend to be experienced men. A greater part of the comedy is taken up in the boys misinterpreting the orders and the throwing and dropping of expensive foods. Anita Garvin is the feminine support.

Slippery Heels

Paramount—Two Reels

Jimmie Adams and Joan Marquis have the leads in this Harold Beaudine comedy. Eddie Baker and Eddie Barry are in support. The story concerns Jimmie's efforts to deliver a check from his boss' house to a lawyer's home by a certain time. The lawyer hires some thugs to waylay Jimmie to prevent the payment of the check. A great chase follows and after a series of adventures, Jimmie delivers the check on time which entitles him to a needed increase in salary.

"A Big Bluff"

Universal—Two Reels

As Pa McGinis reached new financial levels Ma determined to arrive socially and started her campaign with a reception for Count DeBate. When he arrived Pa was missing. Ma finally located him in a neighboring excavation, where he was enjoying himself with the workmen. Before the guests arrived, a detective appeared and claimed the Count as a criminal. The desperate McGinis family tried to palm off the detective as the Count. This didn't go over very big and ended in a complete flop when the detective's jealous sweetheart arrived and turned the party into a free-for-all.

"Gauge of Battle"

Universal—Two Reels

Anne Creason's happiness over her approaching marriage with Breezy Layton, the Texas Ranger, was clouded by anxiety over her younger brother. Lantard, a neighboring rancher who secretly stole cattle, induced Bob Creason to join his gang. Breezy, who caught Bob red-handed, was obliged to arrest him. When Anne realized that Breezy would not release Bob she broke her engagement and promised to marry Lantard when he assured her he would free Bob. Finally Lantard's true character became evident. Bob Creason had an opportunity to redeem himself by saving Breezy's life, and Anne reconsidered her choice of a husband.

"After the Storm" Last April Columbia Release

"After the Storm," an adventure sea story, completes Columbia's April releases. It was ready for national distribution on April 19.

While "After the Storm" is not a sequel to "The Blod Ship," it is a production equally strong in theme. It brings together in similar capacities, Director George B. Seitz and Hobart Bosworth, the pair most responsible for "The Blood Ship." The new vehicle also features Charles Delaney, Eugenia Gilbert, Maude George and George Kuwa.

Unlike the usual run of sea stories, the love interest has been given a prominent place in "After the Storm."

Bridge Shark in One-Reelers

Budd Rogers, vice-president of Gotham Productions, has signed Sydney S. Lenz, authority on bridge, to make a series of 52 one-reel novelty bridge subjects. Lenz is said to have won more honors at bridge than any man living. He will personally appear in each of the 52 subjects, which will be known as "Highlights in Bridge."

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

_____

_____

_____

_____

Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

Remarks _____

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Exhibitor's Name _____

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House Name _____

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Kind of Patronage _____

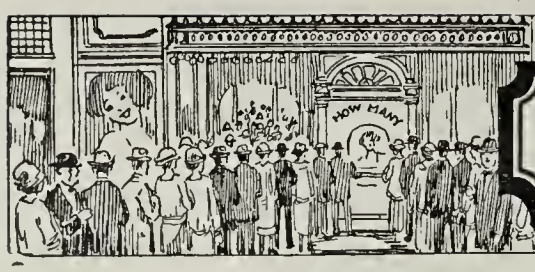
_____

Town _____

_____

State _____

_____



BOX-OFFICE REPORTS

COLUMBIA

Sally in Our Alley, Shirley Mason.—A picture that pleased most of them. Print good.—E. S. Rees, Gem, Plymouth, Ind.

EDUCATIONAL

Always a Gentleman, Lloyd Hamilton.—Lloyd's stuff is always good.—Bert Silver, Greenville, Mich.

FIRST DIVISION

Winning of the Futurity, Cullen Landis.—In a class by itself. A wonderful horse race. Patrons tell you they like it as they leave the theatre.—W. G. Forrest, Rex Opera House, Clinton, Mo.

Paint and Powder, Elaine Hammerstein.—An outstanding photoplay. A box-office attraction from every angle. Strong supporting cast.—W. G. Forrest, Rex Opera House, Clinton, Mo.

FIRST NATIONAL

Shepherd of the Hills, Alec B. Francis.—Fine production. Acting of Francis is excellent.—F. D. Morris, Iris, Cimmaron, Kas.

American Beauty, Billie Dove.—Very entertaining program picture.—F. D. Morris, Iris, Cimmaron, Kas.

PARAMOUNT

Open Range, Lane Chandler.—This was good as most Zane Grey stories are. Holt is good in Grey pictures.—E. J. Williams, Tivoli, Knoxville, Ill.

The Last Outlaw.—Not big but it pleased all who saw it.—Paul Hoffman, Legion, Holyrood, Kas.

TIFFANY-STAHL

Streets of Shanghai.—One of the very best we have ever played. Patrons request return date. Play it, get out of the old organized rut, play pictures that are worth while.—Victor Cason, Cason, Osceola, Mo.

UNITED ARTISTS

Sorrell and Son, H. B. Warner.—It will increase your business. It's a wonderful picture. It brings people who don't go to theatres often. It's for the whole family. —John L. Damm, Strand, Wadsworth, O.

UNIVERSAL

Painting the Town, Glen Tryon.—It's a knockout. I boosted it and it lived up to it.—Kenney Lloyd, Joy, Foreman, Ark.

Poker Faces, Laura La Plante.—It kept the house laughing and was very fine.—Minnie Schnoor, Paramount, Stapleton, Neb.

The Cat and the Canary, Laura La Plante.—Title and picture good. Drew good business in face of bad weather.—L. E. Palmer, Postville, Ia.

Fangs of Destiny, Dynamite. — Received good comments on the picture with special praise for the dog.—David Straszer, Lyceum, Manchester, Mo.

STATE RIGHTS

SERIALS

The Isle of Sunken Gold, Anita Stewart.—The best serial we ever played. Went over big. Drew from a city near by.—Delford Taylor, Rialto, Palisade, Colo.

Heroes of the Wild, Jack Hoxie.—Our patrons liked this one and business was better than average. Business good on every episode.—C. A. Whitney, Royal, Ottawa, Kas.

Griffith Is Shooting "Battle of Sexes" Scenes

David Wark Griffith has begun camera work in Hollywood on his newest United Artists picture, "The Battle of the Sexes." The first scene in the picture was filmed in the barber shop of the Ambassador Hotel of Los Angeles. That was the only "location" jaunt for the Griffith company, which includes Jean Hersholt, Phyllis Haver, Belle Bennett and Sally O'Neil.

"The Battle of the Sexes" is described as a realistic presentation of the theme of family discord and infidelity. The father (Jean Hersholt) deserts his comfortable, middle-class home for a flapper and gold-digger (Miss Haver) and a reconciliation between the father and the mother (Belle Bennett) is brought about by the sweet, home-loving daughter (Sally O'Neil).

Fifteen years ago Griffith made a four-reel version of the same theme.

H. H. Hurn, formerly with Hodkinson and P. D. C., has been named sales-manager in Chicago for Playgolf, golf equipment and golf playing machine nationally distributed.

The CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

EQUIPMENT FOR SALE

Satisfaction guaranteed. Rebuilt Powers Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

G. E. Mazda lamp complete, Motiograph in good condition, cheap, W. B. Franke, Humbolt, Ia. P1t 4-28

THEATRE CHAIRS—1200 second-hand, upholstered and veneer, sell in lots to suit purchaser. Independent Films, 352 East Commerce, San Antonio, Tex. P1t 4-28

USED REPRODUCO ORGAN—Reasonable, easy terms. George Adams, 321 Security Bldg., Des Moines, Ia. C-GAtf

REAL BARGAIN—For quick sale. Year old Seeburg organ and 60 half hour rolls. Perfect condition. Priced right. Cash and notes. Home Theatre, Rantoul, Ill. P1t 4-28

FOR SALE—Used Cremona organ. Same guarantee as new. Address Box 101, care Asociated Publications, 338 Glover Bldg., Kansas City, Mo. P1t 4-28

FOR SALE—Used American Fotoplayer, style 15. Address Box 102 care Associated Publications, 338 Glover Bldg., Kansas City, Mo. P1t 4-28

FOR SALE: Reproduco pipe organ, good as new, used little over a year with 35 rolls of music. Price $1,550.00, half cash, rest on monthly payments to suit buyer. Reason for selling no fault of organ. R. M. Bernau, King Theatre, Ida Grove, Ia. P2t-4-28

MOTION PICTURE MACHINES—Rebuilt and guaranteed Powers 6-A, Powers 6-B and Simplex, $275 and up. Large stock to select from. ERKER BROS., 610 Olive St., St. Louis, Mo. C8t-6-2-28

EQUIPMENT WANTED

SHIP us your second hand Powers, Simplex, Motiograph, Royal, Edison, Holmes, Acme, DeVry. Cameras, Spotlights, Generators. Any theatre equipment. We pay highest spot cash prices. Monarch Theatre Supply Co., Memphis, Tenn. Ctf

WANTED TO BUY—Used or new simplex parts, old or new models. Complete mechanism, film trap unit, sprockets, large magazines, reflector type lamp Edison EXB head and stand. Must be cheap, condition good. Benjiman May, 1206 Neches St., Austin, Tex. P1t 4-28

MISCELLANEOUS

BEAUTIFUL registered Bull Pups, $15. Bulldogs. 501 Rockwood, Dallas, Texas. P13t—5-26-28

GIFT NIGHT MERCHANDISE — Over 300 fine novelties in our large free catalog at genuine wholesale prices. Write today. No obligation. Address Fair Trading Co., Inc., 40 W. 21st St., New York. Ctf

FOR SALE: Used Films—Features, Westerns, Comedies, anything—Price right. Progressive Pictures, 3320 Lindell, St. Louis, Mo. P2t 5-5-28

POSITION WANTED

AT LIBERTY APRIL 14th—Trumpet. Experienced in vaudeville, theatre and dance. Union, tux. What is the salary? Gorton Harris, Hamilton, N. Y. P1t

EXPERT DRUMMER — Tympani Player, Xylophone Soloist. Full line of Traps, Bells, Chimes, etc. Experienced in all lines vaudeville, concert, dancing, pictures, etc. Fred Seel, 126 St. Philip street, Charleston, S. C. P1t 4-28

HELP WANTED

EXPERIENCED THEATRE MANAger—for partnership in centrally located Strand Theatre in city of 85,000. Must have some capital. Reason for capital to assure securing complete effort. Will consider leasing property. Write or wire Dr. Lake Polan, Huntington, W. Va. P1t 4-28

THEATRES FOR SALE

FOR SALE—Good theatre; new building; seating 350; good equipment; easy terms. C. L. Higginbotham, Seneca, Mo. P1t 4-28

650 Seat Naborhood, well established theatre. 3 stores; beautiful apartment; money maker. 40,000 population. Owner desires change. Investigate. Address Box M. B., Associated Publications, Kansas City, Mo. P1t 4-28

SALE OR LEASE—400 seats, 16000 population. Good territory, central Illinois. Box 125 Milford, Ill. P3t 5-12

OPPORTUNITY — Sunday show, 1,000 people; gravel roads; good business, $2,500 cash. Central Iowa. Box W. B. Associated Publications, Kansas City, Mo. P1t 4-28

THEATRE BUILDING and modern equipment, town of 3,000. Paying good profit and priced reasonable. E. F. Keith, Gorman, Texas. P3t-4-28-28

PROJECTOR REPAIRING

OUR TWENTIETH CENTURY Repair Shop, with skilled expert mechanics, specialized tools, precision machinery, assure the VERY BEST REPAIR JOBS. Relief equipment furnished FREE. Prompt service. Reasonable prices. Progressive exhibitors over the entire country are sending their work to the "OLD RELIABLE." Monarch Theatre Supply Co. Memphis, Tenn. Established 20 Years. tf

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
Kansas City, Mo.

(Send Cash With Order)

Kindly insert the following want ad_____times in your "CLEARING HOUSE" Section.

_____

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Name _____

Address _____

only **8c** *a word*

To reach practically all of the motion picture theatre owners in Michigan, Ohio, Illinois, Indiana, Iowa, Missouri, Kansas, Nebraska, Oklahoma, Colorado, Texas, Idaho, Montana, Utah, Arkansas, Tennessee, Kentucky, New Mexico, Louisiana and Mississippi.

TRY IT!

Thousands

THE 1928 FILM

now being distributed to

Listed Below Are a Few

"I have already spent one night with it and it seems I will spend many more."

Emanuel Cohen
Paramount Famous Lasky Corp.

"....Shall certainly spend some time reading it and know that I will find it most interesting."

Sydney Kent
General Manager
Paramount Famous Lasky Corp.

"I have been the fortunate recipient of the issues of the Film Daily Year Book since the same have been published and I am sure that every one will agree with me that this issue represents the highest advanced point of preparation and presentation of the Year Book. I have found the Year Book to be of the greatest value in connection with matters arising in the motion picture industry. I wish you the success which you deserve for the publication of the invaluable guide."

Nathan Burkan

THE Film DAILY
YEAR BOOK
1928
Tenth Edition
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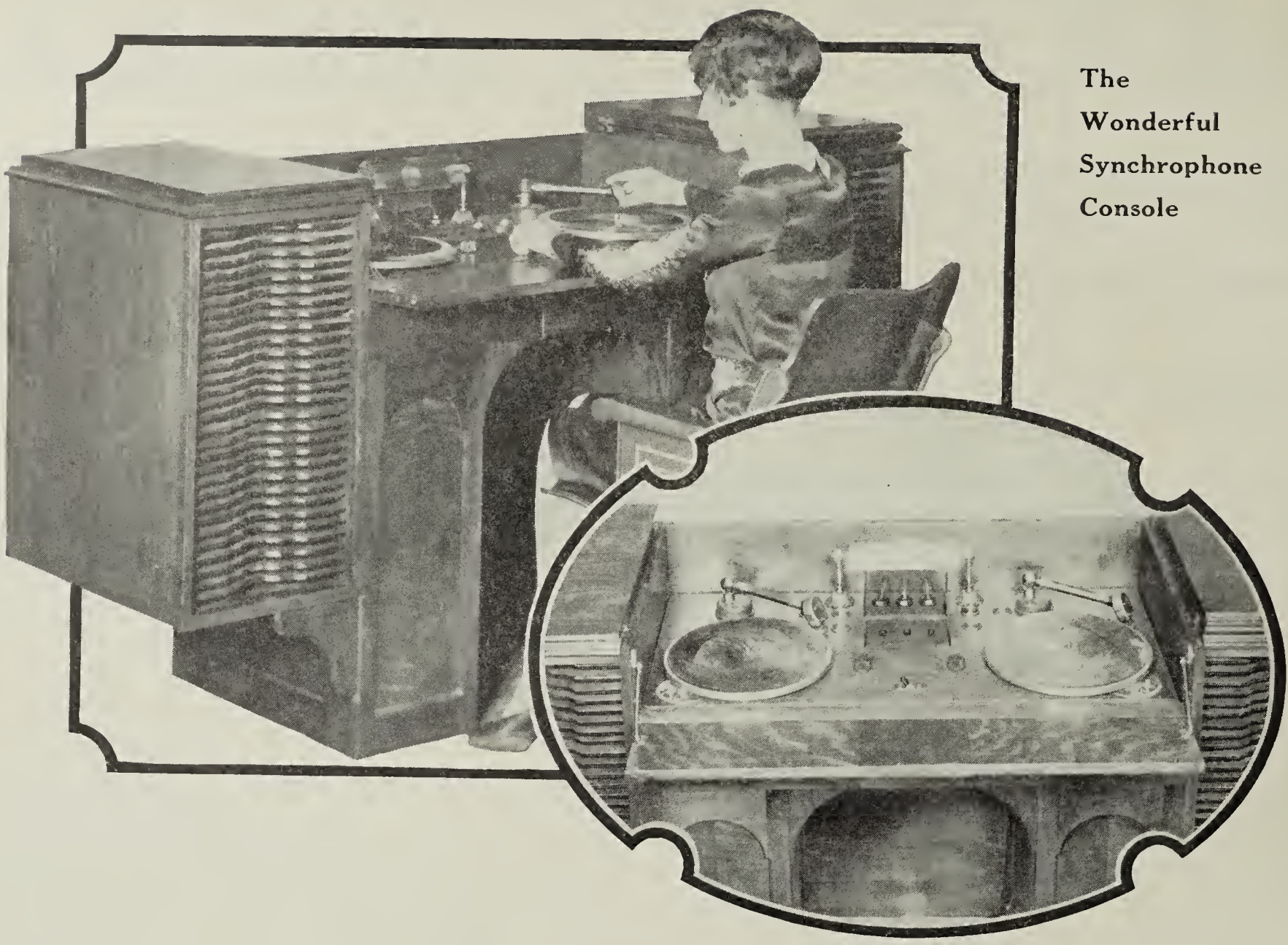

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